

Location: India (Bangalore/Remote)

## Description

We are seeking a highly skilled and experienced Product UX Designer with a strong emphasis on clean visual direction, UI design, and design system management. The ideal candidate will possess a deep understanding of user-centered design principles and the ability to translate brand and product identity into compelling user experiences across various digital platforms.

The ideal candidate should have both experience designing for responsive web as well as for mobile.

## Key Responsibilities

### UI Design

- Design intuitive and elegant user interfaces for web and mobile applications.
- Develop wireframes, mockups, and prototypes to communicate design concepts effectively.
- Work closely within a cross functional team of front-end and backend developers, sales, field and product teams to implement designs that are both visually appealing and functional.

### Design System Management

- Maintain and evolve our design system to ensure consistency and efficiency in design workflows.
- Establish and document design guidelines, components, and patterns for use across products and platforms.
- Collaborate with cross-functional teams to promote adoption and adherence to the design system.

### Information Architecture/ Wireframing

- Assist in defining site structures, navigation flows, and content hierarchies to optimize user experience.
- Conduct usability testing and gather feedback to refine information architecture and navigation.
- Collaborate with cross-functional teams to ensure that IA decisions align with overall project goals and user needs.

## User Research

- Plan and execute user research activities, such as interviews, surveys, and usability testing, to gain insights into user behaviors and preferences.
- Analyze research findings and incorporate them into the design process to create user-centric solutions.
- Advocate for the user throughout the design process, ensuring that their needs and goals are prioritized.

## Skills, Knowledge And Expertise

- Minimum 4-5 years of experience in UX/UI design.
- 3-4 years Proficiency in design tools such as Figma and expertise in managing design systems.
- Strong understanding of mobile UX patterns and best practices.
- Strong portfolio showcasing expertise in UI design, and information architecture.
- Experience conducting user research and applying findings to design solutions.
- Excellent communication and collaboration skills, with the ability to work effectively in cross-functional teams.
- Should have demonstrated ability to have worked with product and product teams.
- Startup experience is a plus.

This position offers the opportunity to make a significant impact on the user experience of our products while collaborating with talented teams across the organization. If you're passionate about creating meaningful experiences, driving brand excellence through design, and managing design systems, we'd love to hear from you.