UX Designer

Location
Corporate H/O - 12th floor

Closing Date
01/31/2022
Description

- Responsible to provide inputs in the development of the UX strategy and support its implementation in order to ensure the UX (User Experience) standard across all products and services
- Require to identify customer habits, technology trends and design trends that will assist in developing the UX strategy and UI (User Interface) standards
- Measure the UX level of products using defined metrics and maintain a dashboard in order to identify products with UX deficiencies.
- Accountable to conduct user interviews in identified user segments in order to identify common patterns
- Responsible to construct detailed personas using the data gathered through user research in order to create context for the design
- Need to Identify key user characteristics and behaviours from user research in order to design the user journey for products and services
- Ensure to collaborate with internal/external teams to finalize the scope of the project to ensure alignment to the user experience objectives
- Require to design concept creation, creating user flow, sketching, wire framing, and creating clickable prototypes in order to communicate the design with the stakeholder
- Responsible to deliver a clear design specification to ensure proper communication of the UX design requirements to the development team
- Ensure to perform user experience reviews of products and services using heuristic evaluation and usability check lists in order to identify usability issues
- Conduct user experience testing on new products and ensure the user experience standard, prior to passing on to Pre-Launch Assurance
- Require to conduct usability testing of products and services with staff proxies/external users and analyse results to identify usability issues

Entry Requirements

- Should possess a BSc. Information Technology/ BSc. Computer Science or equivalent
- UX certification would be an added advantage
- Strong understanding of UX best practices
- Excellent user research & focus group feedback
- 01 to 02 years' experience in user experience design or related field such as business analysis would be added advantage