

## **Job Description: Head of UX**

### **Passion & Belief:**

- Your passion is to deliver business outcomes through improving the experience that customers have with a product or service.
- Highly adept at delivering the things businesses ultimately care about: adoption, growth, revenue, retention, and margins.
- Unwavering belief that UX is a force that can not only improve people's experiences but that it can also drive business.

### **Your critical role:**

- You connect the business strategies down to UX activities and vice-versa. You translate business strategies into design opportunities for our platform.
- You ideate and oversee the execution of cloud based, multi-channel, Omni-channel customer experience, across numerous touch points, stretching more resources across more screens. Cross-channel architectures will have to be defined. Bets will have to be made of where to be good, where being okay is enough, or where to not be at all.
- You understand that experience is THE critical or only remaining point of differentiation. You will work with product managers and development managers to deliver solutions. This is a unique relationship, where each is responsible for defining overarching strategies for their function that also snap together to form product strategies;
- You thrive on defining experience strategies. Why be on iOS (or not)? Why support a certain customer journey (or not)? Beyond translating business strategy to UX objectives, you will need to define the strategy for the experiences you deliver and how to deliver them. An experience strategy is a focused and decisive plan for how Ebee will interact with customers across touchpoints – to be communicated to your Team, the organization as a whole – and outside the organization. To find and execute the right strategy (which constantly evolves) making our platform to be the leading provider of customer experience.
- You are a master of gaining insights. There's the explosion of content strategy and adaptive content happening. Getting more customer insight more frequently to the right teams will be key. New issues like channel strategies, CRM & identity, pricing, and much more will appear.
- You are adept at organizing work and growing the skills of teams without being in-touch every day with every team member.

### **Responsibilities:**

- Keep the interface beautiful and easy to use. Direct the visual appearance of all new features and enhancements on our software application
- Initiate, suggest, and spearhead major UI re-factorings for a more intuitive user-experience
- Design elegant solutions to complex workflows. Design things that people will talk about
- Act as the user-advocate during the development process, subjecting early-stage designs to usability testing or expert review, and offering implementation suggestions from a user-centred perspective
- Act as “go to” with in-depth knowledge of user interface best practices and standards. Use research-related services, theories and methods to support your recommendations
- Take the initiative in providing input and feedback in both departmental discussions and on issues relating to other departments
- Develop wireframes, behavioural specifications and personas;
- Effectively communicate ideas and collaborate with members of product management, creative, editorial, marketing, merchandising, engineering and customer service teams
- Help to identify and create personae based on the user base
- Work directly with the Director of Product to:
  - Help plan the product roadmap and provide input from a UX perspective
  - Identify weak points in the current product experience and define solutions

- Work with the Brand Marketing team to provide direction when UI/UX-related interaction is needed and should be defined and help drive the appropriate experience and execution based upon the user and business needs.
- Be involved with the Engineering workflow to take on UX-related QA
- Conduct user interviews, refine the findings and implement into recommendations and processed workflow
- Drive A/B testing and drive efficiencies and change through metrics driven findings
- Stay current in the wider world of design, user patterns, user behaviors and technology
- Keep up with new innovations / inspiration, sharing them when relevant
- Attend job-related conventions and workshops
- Create, Define and refine the UX strategies & vision
- Introduce and ingrain Advance the UX practice within the company.
- Work across business units and departments.
- Analyse quantitative and qualitative user research.
- Synthesize customer data from many sources to identify opportunities and recommend design directions.
- Identify user requirements to shape and prioritize feature sets.
- Connect design strategy to business results.
- Produce a UX roadmap.

## **Skills**

- Be able to inform effective user interaction patterns through consideration of analytics and aesthetics
- Be able to create informed metrics based recommendations and reports documenting changes and iterations for the product  
Be able to conduct user testing and create meaningful feedback and iterate upon that feedback
- Must be adept with the latest technology innovations on the front end technologies such as Angular Js, Bootstrap, Font Icons, SEO concepts and latest trends on best practices.
- Must have strong understanding of e-commerce best practices and ability to understand online consumer behaviour and build and recommend the best practices to online commerce players.
- Be able to track against the business requirements and offer solutions as well as enhancements based upon best practices
- Should have strong understanding of the web technologies and ecommerce platforms. Should be able to contribute in the technical discussions while building the product or client roll outs, to ensure best UX practices.
- Be able to summarize the business model and current operating plan of the business that they support.
- Lead quantitative and qualitative UX research programs.
- Understand and use Web analytics data, as well as customer data from other departments in the organization.
- Formulate and present a behavioural segmentation that has its basis in customer data, that rings true to people in leadership roles across a company, and that is detailed and specific enough to guide design decisions.
- Enumerate the user experience features of competitors' products that represent a threat to sustainable competitive advantage.
- Create models that illustrate how user segments interact with current digital tools.
- Provide specific guidance for teams whose charter is to introduce or enhance social, mobile, and local aspects of current digital properties.
- Develop relationships with business leads across a company (clients) and explain to senior executives why user experience capabilities are a strategic asset of the organization.
- Minimum of 7 yrs of experience in UX/UI.