

JOB DESCRIPTION

POSITION TITLE: -	Senior UX/UI Designer (Product & Marketing)
DEPARTMENT	Engineering
LOCATION	Mumbai
DIRECT REPORTING TO	Head – Engineering
DOTTED REPORTING TO	NA
OBJECTIVE OF THE ROLE	<p>We are a dynamic and innovative fintech company dedicated to revolutionizing the way financial services are accessed and experienced. Our mission is to provide seamless, intuitive, and secure digital solutions that empower individuals and businesses to achieve their financial goals. As part of our commitment to excellence, we are seeking a talented Senior UX/UI Designer for product and marketing designs to join our team.</p>
KEY RESPONSIBILITIES	<p>Product UI/UX</p> <ul style="list-style-type: none">- Lead the end-to-end design process for mobile, web, and product interfaces, from concept to delivery, ensuring an exceptional user experience.- Collaborate closely with cross-functional teams including product managers, engineers, and stakeholders to understand requirements and translate them into intuitive and visually appealing designs.- Conduct user research, usability testing, and analysis to gather insights and inform design decisions, continuously improving the user experience.- Create wireframes, prototypes, and high-fidelity mockups to effectively communicate design concepts and interactions.- Develop and maintain design systems, patterns, and guidelines to ensure consistency and scalability across platforms.- Stay updated on industry trends, best practices, and emerging technologies to incorporate into design processes and solutions. <p>Marketing</p> <ul style="list-style-type: none">- Conceptualize and design engaging visual content for various marketing channels, including but not limited to: digital ads, social media graphics, email campaigns, website assets, marketing collaterals, presentations, internal communication <p>Translate marketing objectives into creative strategies and design concepts that effectively convey the brand's voice and message.</p> <p>Lead the design process from concept to execution, ensuring that all deliverables are visually compelling, on-brand, and meet project objectives and deadlines.</p> <p>Stay up-to-date with design trends, industry best practices, and emerging technologies to continuously improve the quality and effectiveness of our marketing collateral.</p>

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	<p>Contribute to the development and maintenance of brand guidelines, ensuring consistency and cohesiveness across all marketing materials.</p> <p>Act as a brand ambassador, championing the brand's visual identity and maintaining brand integrity in all design work.</p> <p>Experience with motion graphics and video editing is a strong plus.</p>
QUALIFICATIONS	<ul style="list-style-type: none">- Bachelor's or Master's degree in Design, Human-Computer Interaction, or related field.- 10-12 years of experience in UX/UI design with a strong portfolio showcasing end-to-end design work (Product and Marketing) in the fintech domain.- Proficiency in design tools such as Sketch, Adobe XD, Figma, or similar, as well as prototyping tools.- Expertise in designing for both mobile (iOS and Android) and web platforms, with a deep understanding of responsive design principles.- Strong understanding of user-centered design methodologies and usability principles.- Experience conducting user research, usability testing, and analysis to inform design decisions.- Excellent communication, collaboration, and presentation skills, with the ability to articulate and defend design decisions.- Strong understanding of design principles, typography, color theory, and layout techniques.- Proven ability to work effectively in a fast-paced, agile environment and manage multiple projects simultaneously.- Experience working with design systems and familiarity with front-end development technologies (HTML, CSS, JavaScript) is a plus