🎯 Digital Marketing Manager – Role Overview

The **UI/UX Manager** leads the design team responsible for creating seamless and intuitive **user experiences** across all digital products, ensuring interfaces are not only visually appealing but also functional and user-centered. They balance business goals, technical constraints, and user needs.

Responsibilities		
S. N.	**Responsibility**	**Details**
1.	Design Strategy & Leadership	Define the UX vision aligned with product and business goals. Lead design thinking across teams.
2.	User Research & Testing	Plan and oversee usability tests, interviews, and feedback loops to validate user needs.
3.	Wireframing & Prototyping	Guide the creation of wireframes, user flows, mockups, and interactive prototypes.
4.	Visual & Interaction Design Oversight	Maintain visual consistency and ensure intuitive interactions across all screens.
5.	Design System & Guidelines	Develop and maintain design systems and UI style guides for consistency.
6.	Team Management & Mentorship	Lead, mentor, and review the work of UI/UX designers, ensuring high-quality output.
7.	Cross-Functional Collaboration	Work closely with product managers, developers, and marketers to align designs with requirements.
8.	Accessibility & Usability Standards	Ensure compliance with accessibility standards (e.g., WCAG) and best usability practices.
9.	Feedback & Iteration Loops	Implement design based on analytics, stakeholder feedback, and A/B testing.

Collaboration Map Details

S.N.	Collaborates With	Why
1.	Product Managers	To align user needs and business goals with product functionality.
2.	Frontend Developers	For design handoffs, responsive implementation, and UI feasibility.
3.	Backend Developers	To understand system capabilities and limitations affecting user flows.
4.	QA/Testers	To ensure that UI/UX standards are upheld during testing.
5.	Marketing Manager	To design landing pages, ad creatives, and ensure brand consistency.
6.	Graphic Designers	To coordinate on visual content, branding, and asset development.
7.	Customer Support Team	To gather feedback on usability issues reported by end-users.
8.	Clients / Stakeholders	For presenting prototypes and incorporating feedback into final design.
9.	Accessibility Experts (if available)	To ensure compliance with accessibility standards and inclusive design.

Work Areas / Tools Used

S. N.	Area	Examples
1.	Wireframing & Prototyping	Figma, Adobe XD, Sketch, Balsamiq
2.	UI Design	Figma, Adobe Illustrator, Photoshop
3.	User Research & Testing	Maze, UsabilityHub, Hotjar, Lookback, Typeform
4.	Design Systems / Libraries	Figma Libraries, Zeroheight, Storybook
5.	Project & Workflow Management	Jira, Trello, Asana, Notion

6.	Collaboration & Handoff	Zeplin, Figma Inspect, Avocode
7.	Analytics & Feedback	Google Analytics, Hotjar, Smartlook
8.	Communication	Slack, Zoom, Microsoft Teams, Loom

🧠 Key Skills Required

- UX strategy and user-centered design

- UI design principles and typography

- Wireframing and prototyping

- User research and usability testing

- Leadership and team mentoring

- Communication and stakeholder presentation

- Familiarity with accessibility and design systems