## **🎯 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** | | |
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| **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** | | |
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| **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** | | |
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| **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 |

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### **🧠 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