

Job Description: Workflow UX Designer

Department: Product / R&D

Location: Dubai HQ

Reports To: Head of Product

Job Grade: D2

Date Created: [Date]

Summary

The Workflow UX Designer is essential for translating the complexity of AI-powered automation into simple, intuitive, and efficient user experiences within the NexaCore platform. This role involves deep user research, prototyping, and collaboration with Engineering to design seamless workflow tools that maximize enterprise productivity.

Key Responsibilities

1. **User Research and Analysis:**
 - Conduct user interviews, surveys, and A/B testing focused on enterprise users and complex operational workflows.
 - Develop and refine user personas, journey maps, and information architecture for new product features.
2. **Design and Prototyping:**
 - Create wireframes, flow diagrams, and high-fidelity prototypes for new and existing product modules (e.g., AI configuration panels, data visualization dashboards).
 - Work within and contribute to the NexaCore Design System to ensure brand and UI consistency.
3. **Cross-Functional Collaboration:**
 - Partner closely with Product Managers to understand business requirements and the underlying AI logic.
 - Collaborate with Senior Engineers to ensure technical feasibility and successful implementation of designs.
4. **Design System Maintenance:**
 - Own and update the company's internal design component library, ensuring all design elements are reusable, accessible, and optimized for speed.

Required Qualifications

- Bachelor's Degree in Interaction Design, HCI, or a related field.
- **3+ years** of experience as a UX/UI Designer, preferably within the B2B SaaS or enterprise software sector.
- Expert proficiency with design and prototyping tools (e.g., Figma, Sketch).
- A strong portfolio demonstrating complex problem-solving in workflow, data-heavy, or automation product design.

- Familiarity with accessibility standards (WCAG) and responsive design principles.

Key Performance Indicators (KPIs)

- User Task Completion Rate (TCR) for core workflows.
- Time to Complete Task (TCT) for critical automation setup.
- Usability Score (e.g., SUS Score) for new features.
- Reduction in feature-related Customer Support tickets.