**Please list the top 10 areas that you are responsible for in your current role.**

- Leading Oracle ADF Skinning Process

- Building low and high fidelity Wireframes, Prototypes, User Interaction and Animation Models using HTML(5), CSS(3) and JavaScript/jQuery.

- Translating business requirements and user needs into consistent and positive User Experience

- Delivering Experience Models, Personas and User Journeys, and Site Maps

- Validating outputs using Card Sorting, User Researches, In-Person Usability Testing and other methods

- Creating all Modules and Prototypes with all recent Search Engine Optimization and Cross Browser Compatibility principles in mind

**In your opinion, what are the key elements of good UI design? (Please don't copy and paste an answer from the internet, we will check!) \***

- Perfect cross browser compatibility

- Following the recent UCD (User centered design) standards

- The user always comes first

- Pixel-perfect design reflects the right image, every pixel counts

- Consistency is the key

- Speak your users' language, they will love you

- Keep it simple, please

- Move forward, meet (Exceed please) their expectations, they will love you more