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| **Role Name** | **Manager – UI/UX Design** |
| **Department** | **IOT , UI/UX ,OS** |
| **Level** | **Manager** |
| **Location** | **[Specify Location]** |
| **Reports To** | **Led to COE** |



**Job Description**

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| **Role Overview** | UI/UX Manager is responsible for designing intuitive, engaging, and visually appealing digital experiences that enhance user satisfaction and drive business success. This role involves leading UI/UX design initiatives across web and mobile platforms, collaborating with product, engineering, and business teams to create user-centered designs.  The UI/UX Manager ensures that all digital products follow best practices in usability, accessibility, and interaction design while aligning with the company’s branding and customer experience strategy. |

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| **Key Responsibilities** | **User Research & Experience Strategy**   * Lead user research initiatives, including user interviews, surveys, and usability testing, to gather insights into customer needs and pain points. * Analyze user behavior using analytics tools to inform design decisions and optimize user journeys. * Define user personas, customer journeys, and wireframes to support product development.   **UI/UX Design & Prototyping**   * Develop wireframes, interactive prototypes, and high-fidelity designs for digital products and services. * Ensure designs adhere to UI/UX best practices, accessibility guidelines (WCAG), and brand identity. * Collaborate with developers to ensure seamless implementation of designs and conduct design QA. * Optimize user interfaces for performance, responsiveness, and usability.   **Collaboration & Stakeholder Management**   * Work closely with product managers, developers, and business teams to align UI/UX strategies with business goals. * Present design concepts, user research findings, and design rationale to stakeholders for feedback and approval. * Advocate for user-centered design principles within the organization.   **Design System & Branding**   * Maintain and evolve the company’s design system, ensuring consistency across all digital touchpoints. * Develop guidelines and reusable components to streamline design and development workflows. * Ensure brand consistency across digital platforms, working with marketing and branding teams.   **Testing & Optimization**   * Conduct usability testing and A/B testing to validate design decisions and improve user experience. * Monitor user feedback and analytics to continuously refine UI/UX designs. * Implement data-driven design improvements to enhance conversion rates and user engagement. |

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| **Skills** | * Strong problem-solving skills to create innovative and user-friendly designs. * Excellent communication and presentation skills for explaining design concepts to non-technical stakeholders. * Ability to work in an agile environment and adapt to changing requirements. * Strong project management skills to handle multiple design projects simultaneously. |
| **Experience** | * 6+ years of experience in UI/UX design, with at least 2 years in a leadership or managerial role. * Proven track record of designing successful web and mobile applications. * Experience in eCommerce, SaaS, or enterprise applications is preferred |
| **Educational Qualifications & Certifications** | * Bachelor’s degree in information technology, Computer Science, Business Administration, or a related field.   **Certifications:**   * Google UX Design Certified (preferred) * HFI Certified Usability Analyst (CUA) (preferred) * Adobe Certified Professional – UI/UX Design (preferred) * Interaction Design Specialization (preferred) |

**Application Deadline:** [Specify Deadline]

**How to Apply:** [Provide Application Instructions]