

<b>POST CODE 14</b>	
<b>Designation/Role</b>	<b>UI/UX Designer</b>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Study industry best-practices in UI/UX design to stay up-to-date on emerging trends &amp; technologies</li> <li>• Understand customer facing business processes to envision user journeys;</li> <li>• Work with business teams to understand business objective, identify regulatory constraints and align business KPIs to be impacted by the envisioned journey</li> <li>• Conduct user research to understand user behavior, needs and motivation</li> <li>• Design wireframe and communicate your idea to the business leads</li> <li>• Identify up-stream and down-stream dependencies for the product rollout</li> <li>• Design prototype for multiple channels and demonstrate to the business and customer experience leads</li> <li>• Develop pen and paper prototypes as well as advanced prototyping tools</li> <li>• Identify drop-offs in the envisioned journey, work with business teams to revamp the journey</li> <li>• Work with UI/UX team to deliver the product</li> <li>• Estimate efforts for building prototypes and track the delivery</li> <li>• Coordinate with product managers to escalate issues to ensure timely delivery</li> <li>• Designing Wireframe websites and mobile apps</li> <li>• Work closely with programming team to collate content during development website/mobile apps</li> <li>• Ensure the feasibility of UI/UX designs and subsequently build the required changes</li> <li>• Determine information architecture and create sitemaps for websites &amp; mobile apps</li> <li>• Identify areas for improvement, including content inventories and audits</li> <li>• Ensure high quality graphic standards and brand consistency</li> </ul>
<b>Skill Requirement</b>	<ul style="list-style-type: none"> <li>• Good understanding of UI design principles</li> <li>• Basic understanding of banking and other financial products</li> <li>• Have led a team of UI/UX designers from ideation to delivery</li> <li>• Should have work experience as a UI/UX designer &amp; developer having experience of at least 5 application.</li> <li>• Proficient understanding of fundamentals as well as industry best-practices in UI/UX design &amp; development</li> <li>• Have experience in Planning and conducting user research and competitor analysis</li> </ul>

## UI/UX DESIGNER

	<ul style="list-style-type: none"><li>• Have proficient experience in designing Prototypes &amp; Wireframe</li><li>• Have knowledge of Planning and designing Information architecture for the website or applications</li><li>• Have knowledge of creating &amp; defining use cases, flow diagrams and information hierarchies</li><li>• Have planned &amp; conducted interviews &amp; user surveys to help define and refine user personas</li><li>• Familiarity with design software like Adobe Suite, Photoshop etc.</li></ul>
<b>Educational Qualification</b>	<ul style="list-style-type: none"><li>• A bachelor/Master degree in Computer Science / Information Technology / MCA/ Design or equivalent. (from a AICTE / UGC recognized University)</li></ul>
<b>Minimum Experience</b>	<ul style="list-style-type: none"><li>• Have at least 5 years' experience in a UX/UI designer role having implemented customer journeys with tangible business benefits</li><li>• Candidates having UI/UX certification will be preferred</li></ul>
<b>Age</b>	<ul style="list-style-type: none"><li>• Minimum Age – 25 &amp; Maximum Age – 45</li></ul>
<b>Proposed CTC</b>	<ul style="list-style-type: none"><li>• Remuneration offered will be on CTC basis as per market benchmarks and is negotiable based on candidate's qualifications, experience and overall suitability for the respective post.</li></ul>
<b>Nature of Engagement</b>	<ul style="list-style-type: none"><li>• Contractual Engagement for a period of 3 years, with yearly performance review. The term of engagement may be extended at the option of the Company.</li></ul>
<b>Location of posting</b>	<ul style="list-style-type: none"><li>• Mumbai</li></ul>