



Job Description for UX Designer

Role	UI/UX Designer
Position Type	Full Time
Job Type	Experienced
Location	Gurgaon

About Us

At Digilytics™, we build and deliver easy to use AI products to the consumer industry in sectors such as FMCG, Consumer Durables and automotive. In an ever-crowded world of clever technology solutions looking for a problem to solve, our solutions start with a keen understanding of what creates and what destroys value in our clients' business.

Founded by Arindom Basu, the leadership of Digilytics™ is deeply rooted in leveraging disruptive technology to drive profitable business growth. With over 75 years of combined experience in technology-enabled change, the Digilytics™ leadership is focused on building a values-first firm that will stand the test of time.

We are currently focussed on developing a product, Revel FS, to revolutionise loan origination for mortgages and secured lending. We are also developing a second product, Revel CI, focused on improving trade sales in the consumer industry clients like auto and FMCG players.

The leadership strongly believes in the ethos of enabling intelligence across the organization. Digilytics AI is headquartered in London, with presence across India.

Our Values

F Free-thinking: New technologies, business ideas, operating models	O Optimistic: Deal with issues and challenges head-on	C Committed: To deliver results and value for clients	A Analytical: In designing solutions and managing execution	L Loyal: To our clients and our employees
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Website: www.digilytics.ai

- **Know about our product**
 - [Digilytics ReEL](#)
 - [Digilytics ReUP](#)
- **What's it like working at Digilytics** <https://www.digilytics.ai/about-us.html>
- **Digilytics featured in Forbes:** <https://bit.ly/3zDQc4z>

About the role

We are looking for an experienced UI/UX designer, who has the aspiration and appetite of working in a start-up environment, and with relevant industry experience to make a significant contribution to our Digilytics™ platform and solutions.

Required Skill Sets:

- 2-5 years of experience in UI/UX design with a proven track record of success with enterprise products or services (Preferably B2B SaaS products). Experience in designing responsive Web and mobile app.
- Must have strong design background in Wireframing, Visual and User experience design. A holistic view, understanding, and strong consideration of design and user experience, including layout, typography, colour theory, visual hierarchy, etc.,
- Hands On Knowledge of tools such as MS Axure (must have), Sketch, Figma, Adobe Creative Suite, InVision, Zeplin, Mockplus etc. or similar ones.
- Solid understanding of Material based design principles and has demonstrated in previous work.
- With a strong sense of UX and interaction design, ability to break down hard problems using problem-solving abilities and have an intuition for how people use products.
- Ability to understand various User persona and develop visual and user experience design that fits the user persona.
- Good understanding of Information architecture and ability to incorporate those in the product design.
- Can articulate and present ideas to other stakeholders.
- Demonstrated skills creating process flows, sitemaps, wireframes, prototypes, and other UX deliverables
- Good to have someone with experience in conducting user research and usability testing.
- Willingness to go extra mile to support any design and visual requirement within the organization.
- Good to have knowledge about digital product branding and positioning.
- Good to have knowledge about HTML and other frontend technologies.

Responsibilities

- Develop UI mock-ups, prototypes, and interactive designs on Adobe XD/MS Axure or any other tool that clearly illustrate how features function. Ability to come up with multiples options and the pros/cons of each option documented.
- Help define and refine user personas.
- Work closely with Product, Strategy, Marketing and Tech teams, to shape and deliver design vision and strategy.
- Plan and design the information architecture – understand what information should go where and find out the elements that are more important and should be given priority.
- Create use cases, design flows, wireframes, experiences and define information hierarchies
- Collaborate with front-end developers to translate design appropriately.
- Review features in QA for UI/UX and log design issues in JIRA.
- Create, maintain, and update corporate web page designs whenever required.
- Create and maintain design guidelines in a well-documented format.



- Participate in review and update to marketing collaterals whenever required.

Qualifications

- Diploma/PGDA/Bachelor's/Master's degree from any recognised Institute accepted in the industry.