**UI/UX Designer job description**

**Job brief**

A UI Designer is a technical role that is responsible for presenting a product's development in a way that is attractive and convenient for users. A UI designer is responsible for creating interactive programs that enhance a customer's experience with a brand and facilitate an enjoyable experience on the business's website. UI designers also need to have a working understanding of coding and transfer the brand's strength through the interface of a product.

**Responsibilities**

* Collaborate with product management and project leaders to define and implement innovativesolutions for the product direction, visuals and experience
* Execute all visual design stages from concept to final hand-off to developers
* Conceptualize original ideas that bring simplicity and user friendliness to complex designroadblocks
* Create wireframes, storyboards, user flows, process flows and site maps to effectively
* communicate interaction and design ideas
* Present and defend designs and key milestone deliverables to peers and senior level stakeholders.
* Design decisions should be based on the overall design roadmap as well as your own designthinking and fundamental principles (i.e. color theory, visual weight, etc.)
* Conduct user research and evaluate user feedback
* Establish and promote design guidelines, best practices and standards

**Requirements**

* Proficiency in InDesign, Illustrator, Photoshop, or other visual design and wireframing tools
* Possession of creative flair, conceptual/visual ability and originality, with a usersystem interaction mindset
* Up to date with the latest Web trends, techniques, and technologies3d printers, or potato launchers in their spare time).
* Have 3+ years of experience
* Are proficient in HTML, CSS, and JavaScript for rapid prototyping.
* Have experience in working in an Agile/Scrum development process
* Have a BS/MS in Human-Computer Interaction, Interaction Design, or a Visual Artssubject