

## **HEAD USER EXPERIENCE**

### **Job Objective**

Responsible for user analysis, proactive issue identification/resolution as well as continuous process improvement with actionable insights that will substantially improve upon user experience.

### **Role Qualification:**

- Academic/Professional: A university degree in Marketing, Sciences or any related course in addition to a professional qualification (i.e. CIM or other of similar equivalence). Possession of an MSc/MBA will be an added advantage
- Work experience: Minimum of 6 years total work experience with at least 2 years in a related job role.

### **Key Responsibilities:**

- Create user flows and processes across the digital platforms for excellent user experience
- Identify and implement best practices for online non-banking financial services processes
- Simplify the Company's online product offerings across all Digital platforms
- Facilitate product visions by researching, conceiving, and creating mockups of the user experience for digital products
- Adopt a user-centered design approach to rapidly test and iterate product designs
- Promote the use of data analytics to better understand customer behavior and requirements
- Work closely with the Product Development Team to identify trends in the digital space while being fully aware of new products and competition status
- Identify relevant digital market trends to improve service delivery
- Work with various stakeholders to carry out UATs on the development, launch and maintenance of all digital platforms and products.

### **Required Skills & Competencies**

- Passion for UX and other areas of design and innovation
- Experience in using UX principles to design solutions, and a deep understanding of mobile-first and responsive design
- A clear appreciation for user-centred design and testing methodologies
- Ability to clearly and effectively communicate design processes, ideas and solutions to teams and businesses.
- Ability to work effectively in a fast-paced and digital work environment

### **In addition the applicant should have:-**

- ✓ The willingness to keep up to date with new techniques in a rapidly changing profession.
- ✓ problem solving and analytical skills
- ✓ an aptitude for using a logical, step-by-step approach to ensure designs are user friendly and simple for end users

- ✓ an open, flexible and adaptable mind-set to cope with a rapidly changing set of tasks in an area of emerging, new technologies
- ✓ excellent verbal and written communication skills coupled with an eye for detail
- ✓ design and spatial skills to gauge the usability of the website or application
- ✓ experience in the application of design thinking, agile methodology and application of project management principles.

Interested Applicants should send their CVs to **recruitment.digital@axamansard.com** stating the role applied for as subject of mail. i.e. "**Head User Experience** "