JOB DESCRIPTION
UI/UX Lead

Stratagile
A **CHIME** COMPANY

JOB DESCRIPTION

UI/UX Lead

A Creative savvy person who has a good understanding of web, mobile, social and other related ecosystems. Also responsible for delivering the best online user experience, using various methods and latest technology. You will spearhead the UI/UX and design thinking for one of the largest telco and bank in the region.

RESPONSIBILITIES

- Understand the brand DNA and ideate on inspiring design concepts
- Combine creativity with an awareness of the design elements.
- Familiarity with design framework and design thinking concepts
- Building storyboard on digital transformation focused on a design thinking framework
- Build / facilitate building high fidelity designs
- Optimize existing user interface designs
- Create prototypes for new product ideas
- Test new ideas before implementing
- Build modular designs that can be used by development teams to adapt and implement
- Led digital transformation or built design framework for some of the well known brands

EXPERIENCE/SKILLS REQUIRED

- Excellent interpersonal and communication skills
- Ability to discuss and explain design options
- Detail oriented
- Critical thinker
- Problem solver and customer-centered
- Knowledge of Adobe range of products including Photoshop, Illustrator, InDesign, Acrobat and Dreamweaver also experience with HTML5 & CSS3

TECHNICAL /FUNCTIONAL EXPERTISE

- Interact with a matrix team. Understand the concepts and communicate well to the C level stakeholders

- Strong creative background and min 8 years of experience
- Awards and Accolades for any of the previous work will be a plus
- Familiarity with Opensource CMS like Drupal, WordPress or Magento is a Plus
- Familiarity with Technology landscape is a plus
- Superb interpersonal and leadership skills.
- Ability to communicate effectively with both technical and non-technical parties

- Familiarity with web, digital, mobile and data.

- Ability to do things on time and exposure to project management systems.

- Design, prototype and coordinate implementation services while keeping high scalability, uptime and security in mind.

ABOUT STRATAGILE

StratAgile is a part of the CHIME Group of Companies (www.chimeplc.com). Chime is an international marketing services group and also partially owned by WPP. Chime is made up of four divisions, 51 companies and over 1,500 people with offices in the UK, France, Germany, Spain, Czech Republic, Russia, USA, Canada, Abu Dhabi, Qatar, South Africa, Japan, Singapore, Hong Kong, Australia and New Zealand. StratAgile is headquartered in Singapore with offices across 7 countries and over 200 people.

DIGITAL TRANSFORMATION CONSULTING

StratAgile combines business, data, technology, intelligence and analytics to generate digital, mobile & social ideas, programs and platforms. The strategic frameworks and consulting outcomes help firms to create and establish rewarding relationships between your brands, consumers and partners.

WEB & MOBILE PLATFORMS-DESIGN, BUILD & MANAGE

Our platform development capabilities equip companies with the necessary infrastructure to target, engage and grow your customer segments. Our expertise in multiple programming languages and environments assists you to design and develop web, mobile, data and social platforms with the latest and most sophisticated technologies.

E-commerce PLATFORMS BUILD & OPERATE

Our 'StratCommerce' platform as well as expertise on Magento, Woocommerce, Shopify and Drupal commerce powers a seamless online, mobile and retail POS experience together with analytics and channel enablement. We set up multi-country, multi-store platforms and manage all e-commerce operations from web store/mobile app content, inventory management and store management to campaign deployment.

CAMPAIGNS & DEMAND GENERATION

At StratAgile, we empower you with the right lead generation media mix – search, text & banner, mobile, social and content targeted campaigns. With our campaign operations bureau, your day-to-day activities of multichannel campaign deployment, testing, optimization, benchmarking and reporting are efficiently managed.

CRM & MARKETING AUTOMATION

Expertise on commissioning, operations and management of best of the breed CRM and Marketing automation platform. The consulting practice and UX knowledge helps companies to imbibe a structured approach in adopting the right technology and accelerate the benefits.

DATA, INSIGHTS & ANALYTICS

An entire spectrum of solutions – datamarts design, data & web analytics dashboards and visualisation is offered by StratAgile. From exploratory analysis to predictive modelling, StratAgile can maximize your ROI with structured segmentation and precision targeting.

WEB ANALYTICS, SOCIAL & DIGITAL AUDITS

An evolved web analytics practice is a hallmark of StratAgile integrated approach in analytics. Also our 'Social Media Management Protocol' framework provides you a scientific approach to managing multiple social platform identities. From listening to engagement, your social campaigns are diligently crafted with contingency plans and real-time escalations, freeing you to conceptualise your next big idea.

VEEVA PRACTICE

StratAgile is one of the largest firms renowned for its Veeva expertise – a specialised healthcare CRM and marketing platform practice in APAC market. Capability in all areas of Veeva healthcare platform - CLM, Approved Email, eDetailers, Veeva Engage; our practice streamlines all processes within the Veeva Ecosystem.

SMARTHUB OPERATIONS

With a multi-country, multilanguage hub-and-spoke model, StratAgile can set up diverse expertise across countries at scale, of quality and a structured operational framework. The operating model can be on varied frameworks with a multi-skilled team - (i) Build-Operate-Transfer, (ii) Manage Only, (iii) Extended Team Operations .