



## JOB DESCRIPTION

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**Job Title:** UX Manager

**Department:** Creative

**Reporting to:** Head of Creative

### **The Department**

The Design Department is responsible for all of our in house design. This covers a range of different media, skills and deliverables. We have different levels of designers ranging from Junior Designers through to experienced Senior Designers and UX and UI Designers. As a multicultural company we work in all the languages that we offer and have a diverse range of nationalities within our team. Everything that is seen from the outside world generally has to come through our department so it is important for us to uphold high standards to make sure our brands and products are represented as the market leaders in all senses.

### **Purpose of Job**

The UX Manager position is a hands on role that will require strong leadership combined with the ability to build a fledgling team into a key function and formulate a new User Experience strategy for the business. Along with the Head of Creative, you will be responsible for the strategy; leading, managing and crafting the design and UX for new and existing products across all channels – desktop, mobile and tablet (including web, iOS and Android).

This position requires an exceptional leader who is a highly analytical/creative individual. The right candidate will have a clear understanding of the fundamentals behind great UX and design to deliver a customer-centric engaging experience.

Working closely with customers and colleagues in all areas of the business, you'll play a vital role in shaping the way that our customers interact with our products & services. You should be able to think logically, strategically and creatively to solve problems while working closely with designers and developers throughout a project to create positive user experiences that help build brands and achieve business goals.

Key stakeholders will include; Design Team, Web Development, Business Analysts and Project Managers, Territory Managers and Product owners.

### **Key Responsibilities & Accountabilities**

The UX Manager position will involve the following areas of responsibility:

- Define UX KPIs to measure success and identify opportunities to improve conversion metrics
- Grow the UX team into a key function for the business
- Create processes for workflow with different product teams
- Evaluation of the existing products and channels in order to improve both the design (consistency) and UX through customer centric designs
- Growing team into key function for the business
- Ensuring UX and UI collaborate
- Employ UX principles, advocate user-centered design and usability across the business by sharing knowledge and experience across teams
- Ensure design treatments are accessible across all markets / languages

- Employ UX principles, advocate user-centred design and usability across the business by sharing knowledge and experience across the teams
- Validation methodologies
- User research and persona development

*This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.*

**Essential Criteria:**

- Previous experience managing user experience teams
- A very strong portfolio which demonstrates a passion for design and delivering a world class user focused digital experiences
- Cutting edge UI design
- Strong creativity and innovation
- Multi-platform and multi-device (mobile & tablet) UI/UX design experience
- User focused/customer centric design
- Extensive experience in a design or product management based role, with a strong focus on driving user centred design within a product development environment.
- Track record of driving the effective delivery of projects in a fast-moving environment working with internal teams
- Extensive experience working within a multilingual e-commerce business (experience in Gaming is good to have but not essential).
- Demonstrate clear understanding of the fundamentals behind UX and UI for both web and mobile. Demonstrating best practice for digital information architecture and strong knowledge of usability principles
- Highly organised with the capability to multi-task and prioritise to meet tight deadlines and work under pressure.

**Desirable Criteria:**

- Excellent communication skills in verbal, written and formal presentation formats.
- Expert in Photoshop, Dreamweaver, Visio, Illustrator and prototyping software (such as Axure)
- Confident communicator, both verbally and visually and capable of motivating, inspiring and influencing both colleagues & senior management
- Further knowledge of HTML5 / CSS3

**Person Specification:**

- A highly motivated strong leader, strategically thinking and detail orientated self-starter, working as part of a team to make the best, evidence based decisions
- Has previous experience of developing business wide strategies to fully integrate UX into a business
- Ability to influence and persuade key stakeholders on best practice and solution in UX methodology