

## Design Director

The ideal candidate needs to lead from the front and be the driver of our collaborative, fast-paced, results-driven environment. One must be an expert UX practitioner who can train others by going into the depths of user-centred methodology (UCD), UX principles, best practices, design management, and project governance. The candidate should have an excellent portfolio demonstrating substantial evidence of how designs are informed methodically to deliver complex B2B systems, web applications, mobile apps, and other digital products.

**Reporting to:** Chief Executive Officer

**You will work on:**

- Leads multiple UX engagements by being a critical pivot to customer and design teams.
- Be the thought leader who provides strategic directions on projects, addresses challenges, and manages design and delivery.
- Plan and conduct primary, secondary research. Derive holistic insights that have strong business relevance and impact.
- Inform compelling design concepts as part of UX strategy based on these insights.
- Manage team and all project activities for IxD, VD, development touch points irrespective of location and presence.
- Present design decisions to the stakeholders that are backed up by strong business rationale, design principles, and industry practices.
- Coordinate with technology teams to bring designs to reality.
- Be responsible for the quality, timely delivery. Tracks milestones, effort hours against deadlines.

**You will love the role if you have:**

- Thorough expertise in practicing all activities of UCD methodology. 15-20 years of solid industry experience. Proven ability to plan and conduct complex B2B UX engagements.
- Experienced in designing for various devices and systems (mobile, handheld, TV, display systems).
- Ability to trigger business discussions with program managers, CTOs, CIOs, CEOs.
- Maturity and openness to deal with tough business scenarios and ability to resolve conflicts.
- Excellent interpersonal communication, negotiation, presentation, and client relations management skills. Eagerness to observe human behavior and synthesize insights into design.
- A clear and effective presenting style, influence important design decisions and maintain credibility.
- A flair for mentoring others and conducting training sessions.
- An organized way of working and the ability to showcase excellent time management skills and be highly detail-oriented.
- Ability to manage individual tasks on time in an efficient manner while receiving strategic and tactical direction from management and stakeholders.

**Location:** Remote

**If you wish to apply**

- Attach your latest resume (PDF only) and share portfolio URL or PDF at [talent@yujdesigns.com](mailto:talent@yujdesigns.com)
- Your portfolio should not have mere wireframes, UI mocks, but should reflect a deep understanding of UCD processes and results achieved.