

UX Principal

GENERAL PURPOSE:

The UX Principal will be responsible for ensuring the success of BraunAbility's websites & all digital properties (including web and mobile) to meet business goals by making them useful and usable. You will be leading the UX design process of BraunAbility's next gen digital products. You will be creating innovative UX designs, doing in-lab and remote usability testing, A/B multi-variant testing, act as user advocate and lead and mentor junior members to achieve the best possible user experience for every design / digital project.

THIS POSITION WILL BE LOCATED IN INDIANAPOLIS, INDIANA

ESSENTIAL FUNCTIONS:

- Help evolve User Experience practice with the Digital Marketing Director through education, advocacy, and thought leadership. Evangelize the discipline with other teams by writing articles, providing research support and keeping abreast of industry developments and new UX technologies.
- Help Digital Marketing Director with mentoring, training on UX topics to others in the department and/or external parties.
- Provide strategic help to team members to lead engagements with external UX vendors and provide direction and guidance to produce useful and usable designs.
- Help Digital Marketing Director in recruitment efforts and application screening and interviewing process.
- Research and understand business and marketing goals and creating design solutions to meet those goals. Working with internal teams on how to identify and translate user needs into digital products /applications.
- Lead and assist all UX related documentation in a visually impressive format, from User Personas, Site Maps, and Application Workflows/Paths, to mental models and interactive wireframes.
- Build clickable prototypes from wireframes or visual comps in programs like Axure for usability testing.
- Planning, conducting, and summarizing web and mobile usability studies during the design and post launch phase. Ability to make successful strategic and tactical design recommendations based on usability findings and standard design practices.

- Should have mastery and be able to coach people on remote/in-lab and quantitative/qualitative usability studies and other user research techniques.
- Manage the complete cycle of UX projects, to include requirements gathering, generating UI concepts to hi-fidelity designs; develop presentations and lead executive business and user feedback meetings & discussions
- Optimization digital properties through the development and execution of A/B and multivariate tests.
- Interpret analytical data, identify key findings, and make recommendations based on testing results.
- Manage the end-to-end testing process including hypothesis setting, KPI selection and goals, requirements gathering, test execution, and measuring success
- Make recommendations, through reviews of client and competitive websites, on new opportunities for testing.
- Seek to improve job performance through self-assessment, skill development, training and goal setting.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in human factors engineering, human-computer interaction (HCI), cognitive psychology, industrial engineering, or design/creative field required. Master's degree preferred.
- A minimum of 10 years of work experience directly in marketing to include the following is required:
 - 7+ years of experience applying HCI methods to web-based systems and solid understanding of web and mobile related technologies and design patterns. Knowledge of and interest in progressive web concepts. Must be able to demonstrate knowledge of contemporary UX examples without performing research

And:

- 7+ years of experience in interaction design is required. The ability to generate solid design ideas, and thorough understanding of user-centric design process is a must have. Should be able to demonstrate UX and interaction design skills through a portfolio/documented work examples.
- A combination of education and direct marketing experience equal to a minimum of 14 years will also be considered. If degree is not in UX field, substantial coursework or certification within HCI (Human Computer Interaction), UX, and/or Usability field is a must.
- CUA/CXA certification from HFI (Human Factors International Inc.) will be considered a plus.
- Should have used following software's on daily basis:
 - For Interaction design – Visio, PowerPoint, Axure RP

- For Usability Testing – Morae and some familiarity with remote testing methods/tools.
- Experience in front end technologies (like HTML5, CSS3 etc), responsive design, tablet and mobile apps and web analytics is required.
- Experience in building and executing A/B and multivariate tests
- Experience with Adobe AEM, Adobe Target, Adobe Campaign (preferred)

KNOWLEDGE, SKILLS, ABILITIES:

- Self-starting, go-getting, positive attitude.
- Must possess an outstanding work ethic.
- Ability to quickly “read” a corporate culture, and adapt to it. Function in a diverse, friendly and highly technical environment. Juggle ambiguity without drowning in it.
- A passion to push the boundaries of technology and an ability to be entrepreneurial and think strategically.
- Salesmanship i.e. the ability to propose design ideas to a team including business sponsor, product manager, project manager, technical lead, and help the team negotiate the best decisions.
- A wide degree of creativity and latitude is expected with strong attention to detail and an eye for quality.
- Ability to maintain confidential information. Complete knowledge and understanding of company’s principles, policies, procedures and standards.
- Ability to exercise sound judgment to make decisions toward the objective of satisfying all brands.

If interested, please email your resume to Teresa.Thurston@BraunAbility.com.