



Role : Senior UX Designer

Band : C2

Designation: Consultant

Note: This position is for Office Based Employee, however hybrid and work from home model can be considered on case-to-case basis.

Who we are

Focus Edumatics is a leading ed-tech company that has been offering innovative solutions in the fields of online tutoring and e-learning for more than 15 years. It is a place that creates technology-driven solutions to everyday practical challenges faced in education delivery to improve the teaching-learning process. The company's B2B client base includes universities, publishers, and corporates across the US. Currently, the company caters to 1000 + schools and 300,000 students. We empower individuals to solve, create and deliver adaptable solutions. Here is an opportunity to join our dynamic team and build your dream career.

About the role

The Lead UX Designer is primarily responsible for conducting independent research and evaluate competitive products and design approaches to identify best practices and encourage innovation. Conceptualize and iterate, and design the right interaction model to present useful user stories and journeys across multiple devices. Adhere to best practices when it comes to typography, fonts, color, theme and images.

What you will do

- Conduct independent research and evaluate competitive products and design approaches to identify best practices and encourage innovation
- Conceptualize original ideas that bring simplicity and user friendliness to product design and create product prototypes
- Shape product experiences by understanding and evaluating the user requirements and by obtaining an in-depth understanding of the product and product features through discussions with the Product Team and Engineering Team
- Design the aesthetics to be implemented within a website or product, from the layout menus and drop-down options to colors and fonts allowing for interface edits as needed
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Developing personas and usage scenarios.



- Develop UI elements in mockups and prototypes and create UX journeys that clearly illustrate how the product functions and looks like
- Analyze customer responses and website data to examine high traffic web pages and determine why certain webpages perform better. Identify and troubleshoot UX problems (e.g. responsiveness).
- Conduct usability testing
- Stay curious about the latest design tools, processes, and trends.
- Manage a team of UX Designers and UI developers

Who you are

- Proven work experience as a UI developer and UX Designer
- Ability to think creatively and document the design principles and guidelines
- Ability to create UX design and map presentation layer using any frameworks like Angular, React, Ionic, Flutter etc.,
- Demonstrable design skills with a strong portfolio (preferably on different devices/ platforms – Web, Android, IOS)
- Experience with coding and ability to troubleshoot using HTML, CSS and comparable languages
- Knowledge of wireframe and prototyping tools - Wireframe.cc, InVision, Zeplin, Sketch etc.
- Up-to-date knowledge of design software like Adobe Illustrator and Photoshop
- Ability to explain design decisions as well as listen to feedback objectively
- 10 to 12 years of total experience in IT industry
- Engineering Degree with minimum 4 years of experience in UI development and 4 years of experience in UX Design

Additional Skills

- Attention to detail
- Proactive in nature
- Ability to prioritize and work independently and time management in all activities
- Ability to meet deadlines and completing tasks with perfection
- Excellent communication skills to collaborate with various stakeholders
- Good team Player

Interested?

If you are interested, please drop us an email to careers@focusedumatics.com along with your CV and a brief cover letter on why you are interested in this position.