Lead Product Designer
Product · Delhi, India or Accra, Ghana

Job Summary:

This role will require prior success in delivering user experiences that have been extensively researched and tested with users. Strong visual skills will also be required to define the visual language for use in and outside each product.

The ideal candidate will be curious, have strong attention to detail, be motivated/energized by a fast-paced cross-disciplinary environment, comfortable thinking big while also diving deep, will have high judgment and comfort managing senior stakeholders both internally and externally. The candidate should be comfortable in dealing with ambiguity, have strong business acumen as well as great relationship building skills. This position reports into the Senior Director of Product.

Responsibilities:

Product Portfolio and Strategy

- Work closely with the Senior Director of Product and Regional Directors to define a strong design language that can be used globally, but is adaptable for regional needs
- Continuously review key user experience metrics and take responsibility for driving continuous improvement across all support teams
- Assist the Development team in design ideation and create high fidelity prototypes to support fundraising and grant opportunities
- Work with the Communication team to ensure all marketing materials best highlight the Worldreader products and follow the product design language.

User Engagement and Retention

- Support all phases of product development and user experience including interaction design, visual design, user research, accessibility, and prototyping
- Create wireframes, prototypes, contextual analysis while closely considering the end user and their access and understanding of technology
- Understand how to utilize low fidelity wireframes, medium fidelity wireframes, high fidelity frames and prototypes and when it makes the most sense to use each one
- Work with UX/UI developers, Product Managers, and back-end engineers to realize designs
- Work closely with internal stakeholders to define and enforce a clear visual design language for each product and ensure it is suitable for each target audience and region
Qualifications:

- 3 to 5 years professional Digital Product Design experience as a key member of a Product Design team participating in the product development lifecycle of several successfully delivered native (iOS and Android and emerging operating systems) applications
- 2+ years’ experience with industry-leading tools, such as Figma, Adobe XD, InVision and more
- Bachelor’s degree in design, related field, or equivalent professional experience
- Demonstrated experience using analytics data to inform design decisions
- Demonstrated experience in doing usability testing and design research activities
- An online portfolio or samples of work demonstrating your Product Design skills
- A thoughtful and eloquent communicator in English, both orally and in writing, adjusting to the audience and to different perspectives for both external use and detailed internal documentation
- The role requires flexibility to work across time zones
- Willing to travel 1 or 2 times a year into target markets

To apply, please email your resume to Worldreader’s recruiting agency: resume@socialsynthesis.in