

**From:** Human Resource Department

**To:** Subomi Olugbile

**Role:** UI/UX Designer

**Reports to:** Stephen Adingupu

**Job Objectives**

* To create functional and appealing features that address client’s needs and grow customer base
* To ensure that all elements of the online user experience are optimized for improved usability, usefulness, and exceptional visual design.

**Job Responsibilities**

* Collaborate with the product and development teams to create intuitive and visually appealing user interfaces.
* Design wireframes, prototypes, and user flows to enhance the user experience.
* Conduct user research and usability testing to gather valuable feedback.
* Stay updated with industry trends and best practices to continuously improve our UI/UX.
* Investigating user experience design requirements for our suite of digital assets.
* Developing and conceptualizing a comprehensive UI/UX design strategy for the brand.
* Producing high-quality UX design solutions through wire frames, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
* Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
* Adhering to style standards on typography and graphic design.

**KPIs**

* First Impression of the homepage
* System usability scale
* Task success rate
* Time on task
* User error rate
* Search vs Navigation
* Misclick rate
* Conversion rate