

## **The Opportunity**

ASW is looking to hire a **UI/UX Design Lead** to be based in the **Manila Global Office, Philippines**.

As the UI/UX Design Lead, your role is essential in helping to drive and deliver digital design activities that support our brands, customers, and business objectives. As the UI/UX Design Lead, you are passionate about digital interactions and solutions, you thrive in an agile team, and will champion the customer's experiences, needs, and expectations in every stage of the product development life cycle.

You will also be directly reporting to the onshore Manager.

## **Key Responsibilities**

- Develop, evolve, govern and champion an overall UX/UI approach in conjunction with the Marketing and Digital Group to ensure digital products represent and support a consistent, market leading, seamless customer experience that meets customer and business objectives.
- Lead the development and implementation of digital projects and operations based on commercial validation and customer research outcomes to define and achieve customer and business goals from concept to delivery.
- Lead and actively contribute to client's User Experience/User Interface vision and strategy by leading the aesthetic direction and creation of best in class usable and accessible user interfaces for all digital products, online services, and features that support customer centricity and the client brand.
- Understand the underlying business processes that couple with digital projects/products and consult with the business stakeholders regularly on the digitization of these processes. Drive both customer and business outcomes through customer centric design.
- Responsible for specifying customer research requirements that correspond to the business process needs for the delivery of digital project initiatives and major enhancement activities.
- Responsible for synthesizing customer research and business process data into digital product designs for the delivery of digital project initiatives and major enhancement activities.
- Consult with and support web and technical development teams in the delivery of digital project initiatives and major enhancement activities.
- Educate and support digital product owners and other stakeholders on optimising their operational digital products and digital activities to maximize the achievement of the business objectives.
- Assist in the development of digital marketing frameworks that support the achievement of the business goals.

## **Skills, Experience & Qualifications**

- Minimum of 3 years of experience in digital design encompassing UX & UI practices within a corporate, digital, social media, marketing or public relations environment.
- Knowledge of graphic design and production.
- Demonstrated knowledge of UX design principals, tools and methodologies at an enterprise level.
- Completed at least two end-to-end digital projects within a large organization as a UX designer, UX design lead or equivalent.
- Excellent written and verbal communication skills and the ability to communicate effectively with researchers, digital designers, web developers, site owners and business stakeholders.

### **Desirable Skills & Experience**

- Experience working with diverse teams on-site, off-site and off-shore.
- Experience with SAP Hybris or similar enterprise omni-channel ecommerce platform.
- Experience working within a regulated industry, preferably health.
- Experience working within the Medical Industry with surgeons, nursing and other healthcare professionals.

### **ASW Offers**

- We are experts in offshoring partnerships. This means that you will be a trusted member of the ASW family, and get access to our great benefits, plus you also get to work directly with *one* of clients.
- In our unique English-speaking environment, you can practice and enhance your English with peers and international client teams based in either Australia, UK, US or NZ.
- Get global access to Learning & Development programs.
- Great work-life balance.
- Competitive remuneration.
- Excellent medical benefits.
- Great Paid Leave entitlements.
- Company parties/events, future travel opportunities and other exciting activities.
- Ongoing career opportunities.
- To find out what our people say about working at ASW, visit: <https://aswhiteglobal.com/careers/>

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