



UX Design Consultant

The Opportunity:

In 2019, Arifu reached over 1 million learners with informational content designed to develop skills, inform decisions and improve lives. The years 2020-2021 will focus on expanding and increasing our value to new and existing learners. Arifu is looking to hire a user-experience (UX) designer able to understand our business requirements and any technical limitations, as well as be responsible for conceiving and conducting user research, interviews and surveys, and translating them into sitemaps, user flows, customer journey maps, wireframes, mockups and prototypes. The UX designer will also be expected to design the overall functionality of the product, and in order to ensure a great user experience, iterate upon it in accordance with user-testing. A good UX designer (product) must have empathy for the user, a deep understanding of user-centered design (UCD) and strong analytical abilities.

About Arifu:

Our product is a smart chatbot making it possible for anyone to access information and opportunities they need from organizations they trust over any mobile phone. With Arifu, people seeking to learn can freely chat using interactive SMS or smartphone apps to master new skills, discover a world of free educational content, and earn rewards from our partners, without need for internet or airtime. The Arifu chatbot delivers personalized content designed in-house in close collaboration with our partners such as financial service providers, mobile operators, agribusinesses and NGOs. Our partners use Arifu to engage, train, and capture data on mass market and hard-to-reach people across their value chains, especially low-income customers and informal retailers and suppliers. Currently serving over 1,000,000 learners in Africa together with clients such as Mastercard, Safaricom, KCB, and the UN, Arifu has demonstrated results increasing people's income and access to impactful products and services while creating shared value for partners.

The UX Design Researcher will work closely with learning designers, product managers, sales teams, and data scientists to discover insights and turn them into product innovations that improve the user experience for both our learners and partners.

Job Description:

The UX Design Consultant will be responsible for the following:

- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Facilitate the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Identify design problems and devise elegant solutions.
- Make strategic design and user-experience decisions related to core and new functions and features.
- Take a user-centered design approach and rapidly test and iterate your designs.
- Collaborate with other team members and stakeholders.
- Ask smart questions, take risks and champion new ideas.



Qualifications:

A desire to impact lives, the ability to make a long term commitment to your team and the product, and exceptional problem solving abilities are all essential prerequisites on the Arifu team. For this role, we're also looking for someone with the following:

- 5+ years of UX design experience. Strong portfolio to be presented and defended during the interview.
- Preference will be given to candidates who have experience designing complex solutions for complete digital environments.
- Expertise in standard UX software such as Sketch, OmniGraffle, Axure, InVision, UXPin, Balsamiq, Framer, and the like is a must. Basic HTML5, CSS3, and JavaScript skills are a plus; prefer React Native experience.
- Ability to work with clients to understand detailed requirements and design complete user experiences that meet client needs and vision.
- Extensive experience in using UX design best practices to design solutions, and a deep understanding of mobile-first and responsive design.
- A solid grasp of user-centered design (UCD), planning and conducting user research, user testing, A/B testing, rapid prototyping, heuristic analysis, usability and accessibility concerns.
- Ability to iterate designs and solutions efficiently and intelligently.
- Ability to clearly and effectively communicate design processes, ideas, and solutions to teams and clients.
- A clear understanding of the importance of user-centered design and design thinking.
- Ability to work effectively in a team setting including synthesizing abstract ideas into concrete design implications.
- Be excited about collaborating and communicating closely with teams and other stakeholders via a distributed model, to regularly deliver design solutions for approval.
- Be passionate about resolving user pain points through great design.
- Be open to receiving feedback and constructive criticism.
- Be passionate about all things UX and other areas of design and innovation. Research and showcase knowledge in the industry's latest trends and technologies.

Skills:

- A strong portfolio of work, with product development experience
- Ability to work well with developers, designers, and QA testers in small project teams where you're able to drive the user's perspective
- Working knowledge of mobile or web best practices and usability or UX principles
- Proven collaboration skills, a good sense of humour, excellent communication skills (written and spoken) and a passion for all things UX
- Well versed on methodology, study design, and analysis/reporting, including observational interviewing and task-based usability testing
- Proficient in Photoshop, Illustrator, or other design tools
- Proficient in wireframing tools such as Axure, Balsamiq, Omnigraffle, Gliffy, or any other wireframing tools suited for Web and Mobile app development.
- Demonstrable analytical skills to help problem-solving and to devise elegant user-centred solutions
- Ability to articulate research and/or cognitive basis for opinions and decisions



Application Process:

Send your CV and cover letter (in Word format, "FirstName LastName - UX Design Consultant") to talent@arifu.com with "UX Design Consultant" in the subject. If we see a good fit, we'll get back to you to set up a first conversation.