

8. Digital Creative (UX/UI Designer)

Responsibilities

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Illustrate design ideas using storyboards, process flows and sitemaps
- Design graphic user interface elements, like menus, tabs and widgets
- Build page navigation buttons and search fields
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like
- Create original graphic designs (e.g. images, sketches and tables)
- Prepare and present rough drafts to internal teams and key stakeholders
- Identify and troubleshoot UX problems (e.g. responsiveness)
- Conduct layout adjustments based on user feedback
- Adhere to style standards on fonts, colors and images