



# Job Description: UX/UI Designer

**Department:** Product & Delivery

**Reports to:** Principal UX/UI Designer & Product Manager

**Cross-Reporting:** Communications and Marketing Manager (for brand and marketing-related design)

## Position Overview:

The UX/UI Designer at Admit One is responsible for designing intuitive, user-friendly interfaces for our software products, websites, and mobile applications. This role works closely with the Product and Development teams to translate business and user requirements into engaging digital experiences.

The UX/UI Designer plays a key role in ensuring that our products are not only functional but also visually appealing and easy to use, supporting both customer satisfaction and product adoption.

This role reports into the Principal UX/UI Designer and contributes to the execution of the overall design strategy and standards across Admit One's digital products.

In addition to supporting product development, this role contributes to marketing efforts by creating branded assets, promotional materials, and visual content for campaigns and events.

## Key Responsibilities:

### User Experience Design:

- Conduct user research and usability testing to inform design decisions.
- Create user personas, journey maps, and wireframes to guide product development.
- Identify pain points in existing workflows and propose design improvements.

### Interface Design:

- Design high-fidelity UI mockups and interactive prototypes using tools like Figma or Adobe XD.
- Ensure consistency in design elements across all platforms and products.
- Collaborate with developers to ensure accurate implementation of designs.

### Cross-Functional Collaboration:

- Collaborates closely with the Principal UX/UI Designer to ensure consistency in design execution and adherence to the Admit One design system.
- Work with Product Managers and Analysts to understand feature requirements and user needs.
- Support the Marketing team with design assets for campaigns, social media, and print materials.
- Provide design input during sprint planning and backlog grooming sessions.

### Design System & Standards:

- Maintain and evolve the Admit One design system and component library.
- Ensure accessibility and responsiveness across all designs.

### Marketing & Brand Support

- Collaborate with the Communications and Marketing Manager to:
  - Create and maintain branding guides and visual identity assets.
  - Design content for marketing campaigns, social media, and digital ads.
  - Produce visual materials for trade shows, webinars, and promotional events.

- Support video production and editing for product demos and promotional content.

## Skills and Competencies:

- Creativity: Strong visual design skills and attention to detail.
- UX Thinking: Ability to design with the user in mind and solve usability challenges.
- Communication: Ability to present and explain design decisions to stakeholders.
- Tools: Proficiency in design tools such as Figma, Sketch, Adobe Creative Suite.
- Desirable - Spanish, Portuguese, French, or German

## Reporting Lines:

- **Reports to:** Principal UX/UI Designer & Product Manager
- **Cross-Reports to:** Communications and Marketing Manager
- **Works closely with:** Product Analyst, Developers, Engagement Managers