



Job Description & Job Code UXD-AP-IN-02

Title: User Experience Designer & User Interaction Designer

**Location: Hybrid, flexible, periodic physical meetings/work required
(Office in Bangalore)**

In Limendo, our people & technology enable innovation for business, we do it by leveraging data, data science, our products and services to enable businesses navigate business model transformation. We've established ourselves as a leading employer in Bolzano and are now turning our heads to Bengaluru. We're looking for professional, obsessed with quality, highly skilled, bold and empathetic, forward-looking, User Experience Designers & User Interaction Designers to join our technology & application practice team.

Our ideal candidate will have expert knowledge of design, design principles and concepts, have experience working across the entire design life cycle, preferably should have been part of multi-product journey from paper to prototype to market/production. Candidate should have experience, developing mockups using advanced and industry standard tools and be comfortable applying user-centric, design mindset for usability, convenience and functional optimization. Applicant may also need to involve in user research, development of user persona, engage with users to obtain feedback and validate design.

Objectives of this Role

- Experience in designing mockups of digital applications, systems
- Empathy driven, familiar with principles and concepts around human-centered design and human-centered interaction
- Understands best practices and stays updated with latest trends, research, & industry standards relevant to user design experience, human psychology, engages in contemporary design and defines bold and unique experiences



- Expert with design tools like Figma, experienced in design life cycle and confident/comfortable to move from low-fidelity mockups to detailed design systems including data-driven/user interviews and similar research
- Familiar with tools like Adobe Illustrator, Photoshop, After Effects
- Visualize concept from verbal/written documents, if necessary, observation
- Create design with end audience and purpose in mind
- Apply IDEO/similar frameworks to solve problems and provide creative solutions, embrace design thinking, data-driven design
- Execute usability tests, A/B tests and other techniques to constantly refine the design based on customer insights
- Understand nuances of specific social media platform and similar marketplaces optimize user experience design appropriately

Nice to Have

- Have experience to design and create 2D-animations, predominantly for App Development purposes
- Interest for creating AR/VR designs and some experience in Adobe Aero (Optional)
- Familiar with video environment and relevant skills, best practices
- Knowledge of key marketing concepts (product/service), segmentation, five P's, value proposition design, target market, marketing mix and branding

Skills and Qualifications

- Bachelor's in Design Studies/Arts, UX/or Visual Communication or Communication, User Experience Design including relevant field
- Experience as a User Experience Designer or similar design role



- Proficient with variety of relevant tools like Figma, Adobe Illustrator, Photoshop, After Effects and continuous learner, self-motivated
- Problem-solving attitude
- Collaborative team spirit
- Design certifications from reputed professional bodies or design institutes
- Experience delivering high quality design work for international markets across industries and verticals, for both products and services business
- Preferred Qualification Master's degree in Design & Arts/User Design/ Human Computer Interaction or relevant multidisciplinary qualification
- Knowledge of software systems, technology products and mobile applications, app development
- Knowledge of developing user experience design including necessary research for application to large projects/corporations/industrial and disruptive environments

