

UI/UX Designer - Islamabad

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Company: Veon Group

Location: Islamabad

Category: other-general

We're seeking a highly motivated and experienced Expert UI/UX Designer to join our Product Design team at Jazz. In this role, you will be responsible for creating digital experiences that are visually appealing, user-friendly, and effective in meeting the needs of the target audience. The role reports directly to the Head of Digital Products & Growth and will work with team members across product, tech, and marketing.

What does UI/UX Designer do?

You will be responsible for creating, iterating and enhancing the user experience and user interface of Tamasha – Pakistan's largest OTT app. Their role involves a combination of creative, analytical, and technical skills to ensure that the final design meets both user needs and business goals. Here are some specific activities and tasks that you may perform:

- Conduct in-depth user research to understand the target audience, their behaviors, goals, and pain points.
- Create user personas based on research findings to guide design decisions.
- Develop the information architecture, including wireframes and sitemaps, to plan the structure and flow of the digital product.
- Design intuitive and efficient user interactions, specifying how users will navigate through the product and accomplish tasks.
- Create interactive prototypes to demonstrate and test the proposed interactions.
- Develop the visual elements of the user interface, including layout, color schemes, typography, and imagery.
- Ensure visual consistency across the product and alignment with the brand identity.
- Conduct usability tests to evaluate the effectiveness of the design, gather feedback, and identify areas for improvement.
- Iteratively refine designs based on user testing results.
- Build interactive prototypes to simulate the user experience and validate design concepts.
- Use prototyping tools to create functional representations of the final product.
- Work closely with cross-functional

teams, including developers, product managers, and other stakeholders. Collaborate on design decisions and ensure alignment with project goals and technical constraints. Consider and implement accessibility principles to ensure that the digital product is usable by a diverse audience, including people with disabilities. Keep up-to-date with industry trends, design tools, and emerging technologies. Create design documentation, style guides, and design specifications to guide development teams during the implementation phase. Identify design challenges and propose effective solutions that balance user needs, technical constraints, and business objectives. Communicate design concepts, rationale, and solutions effectively to both technical and non-technical stakeholders. Present design work and gather feedback from team members and clients. Jazz is an equal-opportunity employer. We celebrate, support, and thrive on diversity and are committed to creating an inclusive environment for all employees. Requirements Master's or Bachelor's degree in computer science, design, human-computer interaction, or a related field. 5+ years of experience in and a strong portfolio showcasing a range of design work, including examples of user research, information architecture, interaction design, and visual design while designing digital products. Experience conducting user research, creating user personas, and integrating user feedback into the design process. Proficiency in design tools such as Figma, Adobe XD, Sketch or similar. Knowledge of prototyping tools and the ability to create interactive prototypes. Understanding of front-end development technologies to facilitate collaboration with developers. Strong problem-solving skills and the ability to think critically about design challenges. Flexibility and adaptability to iterate on designs based on feedback and testing. Excellent communication skills to convey design concepts, rationale, and decisions clearly to both technical and non-technical stakeholders. Proficient in visual design principles, including layout, color theory, typography, and iconography. Experience planning and conducting usability tests to gather insights and improve the user experience. Ability to analyze usability testing results and make data-driven design decisions. Ability to align design decisions with business goals and technical constraints. Strong attention to detail in both the design process and the final output. Consistency in applying design patterns and maintaining a high standard of quality. Demonstrated interest in staying updated with industry trends, emerging technologies, and new design tools. As one of the leading employers in the country, Jazz epitomizes the philosophy that each Jazz employee is passionately living a better every day inspired and enabled by visionary leadership, a unique professional culture, a flourishing lifestyle, and continuous learning and development. Our core values

include qualities essential for a positive organizational culture - truthfully guiding entrepreneurial and innovative mindsets, harnessing professional and interpersonal collaboration, and fostering across-the-board customer-obsession. As one of the largest private sector organizations in Pakistan, our objective is to continue to change the lives of our 70 million customers for the better. This is an opportunity for someone who wants to be part of something transformative, someone who can play a critical role in driving our success. Together, we can empower millions more with the tools necessary to progress in an increasingly digital economy.

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