



Lead UX/UI Designer

About Apptimize

Apptimize is a Silicon Valley tech startup revolutionizing the mobile app development world by letting mobile teams customize and improve mobile apps live, with zero coding and no re-deployment. We provide an end-to-end solution for mobile product managers and app owners to edit any element of an app and evaluate its effectiveness through A/B testing.

Due to the fast-paced growth of mobile and our superior technology and customer services, Apptimize is expanding quickly. We are a young, ambitious company committed to direct communication, curiosity, and continuous improvement. We are backed by Y Combinator, Google Ventures, Merus Capital and other elite investors.

The Job

We're looking for an experienced and self-directed UX/UI designer for the core Apptimize product. As the first and leading member of our creative team, you'll be responsible for leveraging your experience with user-centered design principles to craft a creative vision for Apptimize and then work with the product and engineering teams to execute on that vision. Your expertise will help Apptimize customers love our product and come back again and again.

This role offers an incredible amount of growth potential as it not only reports directly to the CEO but also requires a significant amount of collaboration with the product, engineering, and marketing teams. In addition to product design, you'll also need to spend about 20% of your time designing assets for marketing and sales use. Being our first design hire, you'll have the rare opportunity to influence the way we think about design as an organization.

Responsibilities

- Lead Apptimize's design regarding UX, UI, look/feel, and brand
- Utilize user-centered design principles to work with customers to create the best UX possible for the Apptimize product
- Conduct user interviews and tests to inform design
- Create wireframes, storyboards and user flows to communicate design
- Present and defend design proposals to marketing, product, engineering, and executives
- Work with product and engineering to execute on the designs
- Have a clear plan for gathering design feedback post launch and iteration
- Create designs for marketing and sales collateral

Job Qualifications

5+ years of UI/UX design experience

Experience working with front-end engineers to execute on designs

Knowledge of HTML/CSS (Javascript is a big plus but not required)

Experience designing and conducting user and usability studies to inform design

Experience with mobile app design is a plus but not required

Proven ability to be a design thought leader within an organization

Qualified candidates should submit a resume with a link to your portfolio to jobs@apptimize.com.