

Wipro Digital

Who are we:

Wipro Digital collaborates with clients to deliver customer-centered digital transformation. We are an innovation-led partner combining strategy, design and technology to engineer extraordinary experiences for brands, businesses and their customers.

Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. Drawing on 150,000 associates across Wipro, Wipro Digital delivers extraordinary experiences for global brands, businesses and their customers at scale. With merger with DesignIt, a leading design strategy firm, Wipro Digital now has a team of 350+ design professionals working in 10+ design offices around the world.

Our multi-disciplinary, purpose-built team includes experts in digital and marketing strategy, service design, user interaction, technology and agile development and more. We come from industry, consultancies, digital agencies, ad agencies, creative agencies, startups, technology and development firms. Our extensive experience solving complex business, marketing, and technology problems in industries including finance, manufacturing, media and telecommunications, retail, consumer goods, transportation, government, health and life sciences, and energy brings unrivaled capability, scale, agility and acceleration to client engagements.

UX Designer

Wipro Digital is seeking a UX Designer who can deliver on all aspects of the user-centered design process, from user research through design implementation. This person will be involved the design and analysis of user research activities in order to leverage the findings into cohesive site architectures, wireframes, and functional specification documentation for web sites and applications. The senior level User Experience Designer will collaborate closely with strategists, account managers, designers, and developers to create the best possible user interactions and task flows while being mindful of key branding and marketing concerns.

The best candidate for this role will:

- Have minimum 3 years of relevant experience, an impressive portfolio, excellent collaboration, written and verbal communication skills;

- attention to detail, follow-through, and zero-error attitude.
- Design, assist, and analyze user research and usability testing initiatives
 - Assist in strategizing with client and team regarding task analysis and task completion user flows
 - Create content hierarchies, site maps and navigational models that are aligned with the defined, and/or expected, user experience and business requirements
 - Create dynamic wireframes in Axure that illustrate site layout, navigation, controls, and content prioritization
 - Articulate user experience issues and concerns and overall design principles to team members and clients
 - Translate complex concepts into interactive experiences through the design and/or implementation of web site architectures
 - Collaborate with designers on visual comps and provide input from an information architecture perspective
 - Focus on HCI and user centered design principles and use these elements as foundation for design solutions and informational approach
 - Follow trends in UX methodologies, techniques, design, functionality, and technology

Desired Skills and Experience

- Professional experience as an Information Architect, User- Experience Architect, or Interaction Designer
- Agency experience preferred
- Deep expertise in dynamic wireframing, mockups, and prototyping including component library creation
- Mid to senior-level experience in information design, with a portfolio that includes User Journey Maps and pixel perfect wireframes, while reflecting a deep understanding of scenario-based UX asset creation
- Ability to collaborate with designers, strategists, managers, and technologists
- Tools/technology proficiency: Expert level with tools such as Photoshop, illustrator, sketch, Dreamweaver, justinmind, Axure, or equivalent. Advanced understanding of HTML5/CSS3/JavaScript. Experience with creating in frameworks such as bootstrap, angular.js
- Location: Bangalore

