

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 Design Manager

Wipro Digital is seeking a UX Design Manager who can lead a team to 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, leverage the findings into cohesive site architectures, wireframes, and functional specification documentation for web sites and applications. The UX Design Manager will have hands-on design and artifact delivery skills, as well as ability to direct team through iterations. The UX Design Manager 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 right candidate in the role will enjoy building a

great team that is motivated and excited by the challenges and opportunities of creating delightful UX for our clients and their customers.

- Minimum 6 years of relevant experience including 2 years of people management, a diverse portfolio, top-notch team/collaboration skills, excellent written and verbal communication skills; attention to detail, follow-through, and zero-error attitude
- Expected current experience
 - Interpret user research to create personas, profiles, user journeys, and scenarios to inform the design process
 - Design, assist with creation of, and analyze usability testing initiatives
 - Lead team to create content hierarchies, site maps, navigation models that are aligned with defined and/or expected UX and business requirements
 - Proficient with user interface design patterns and standard UCD methodologies
 - Create dynamic wireframes, mockups, and prototypes that illustrate site layout, navigation, controls, and content prioritization
 - Follow a strong design process that effectively churns research, client input, HCI/UCD principles, and internal ideas into great concepts and interactive experiences
 - Collaborate with visual designers on comps, motion graphics, and tweened articulations in designs
 - Create multi-device interactions, deep understanding of designing for mobile, and responsive design tools and technologies.
 - Articulate user experience issues and concerns and overall design principles to team members and clients
- People leadership – strong ability to communicate and work across functional teams, including visual designers, developers, project managers, marketers and business teams globally. Effective translation of work into team deliverables, and work/quality oversight to team. Create roles, JDs and drive hiring. Groom designers on their path of learning and professional growth, as well as setting expectations and helping the team exceed them.
- 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 designing for frameworks such as bootstrap,
angular.js

- Location: Bangalore. Travel: <20%