truematter job description
User Experience (UX) Lead

A **User Experience Lead** at truematter researches, plans, architects the user experience design for websites, mobile apps, Intranets, and Web applications. This person leads the creation of digital products made from a user's perspective.

A user experience lead devises interaction strategies in sync with user goals and clients' business goals, develops navigation and structure, designs wireframes or interactive prototypes, organizes content, and tirelessly advocates for the needs and goals of real users. This person will make strategic and tactical UX decisions related to design and usability as well as features and functions.

The UX lead with also perform usability assessments and tests of interactive systems. The best candidate will possess outstanding creativity, a highly detailed nature, and the ability to help define and solve complex user interface problems.

Required Qualities/Skills

- *Mastery of the interactive Development Process* - Thorough knowledge and experience planning, documenting and leading interactive projects (Web, Mobile App, Intranet, Web App). Immersed in UX best practices.

- *A Designer's Eye* – Must be able to translate complex concepts and interactions into visually coherent wireframes or prototypes. This is a strongly creative position.

- *Passion* – Strong affinity for the digital lifestyle and zealous drive to make interactive technology better for real people.

- *Software Skills* - Strong proficiency/expertise in:
    o InDesign
    o Axure RP
    o Interactive Prototyping Tools

- *Client Interaction* - An outgoing personality and ability to interact excellently with clients.

- *Writing* – You must be able to write clearly, concisely and quickly. You must be able to create succinct requirements documentation for interactive projects.

- *Forever Learning* - Relentless desire to learn and leverage the latest Web technologies.

- *Detail-oriented* – You must be highly organized to be an excellent Information Architect.

- *Creativity* - Possess problem-solving skills, an investigative mentality and a proactive nature.

- *Independence* - The ability to make things happen with limited direction. Excellent proactive attitude, take-charge personality and "can-do" demeanor.

- *Stewardship* - Be committed to delivering solutions on time and within budget.

- *Personal Organization* - Ability to multi-task and meet tight deadlines.

Desired Qualities/Skills

- *Code* – Be at least strongly familiar with standard coding languages for interactive products (E.g., HTML/CSS, PHP, ASP.NET and CMS products. Ability to code is a plus but not required.

Responsibilities
Conceive, Plan and Lead the development of high-end, effective digital products.
Create or assist with information architecture and UX design for complex interactive projects. Define digital strategies. Produce site maps, wireframes, prototypes and UX requirements documentation.

Become a zealous "user" advocate
Work to become an expert in the field of user experience design and people-centered digital products.

Communicate externally and internally
Facilitate internal team communication, bridging the gap between visual design, functional development, and content. Communicate the value of these disciplines to clients. Grow to lead client engagements from a UX perspective.

Education
BA or higher expected but not required if work experience and samples are stellar. Typical degrees:

- Human-Computer Interaction (HCI)
- Graphic Design
- English/Journalism
- Psychology
- Communications
- Library Science
- Computer Science

Experience
At least 2-3 years' experience as an Information Architect or related user experience position. Demonstrable experience with information architecture for websites and apps. If you lack this, you must WOW us with your innate understanding of digital product design and outstanding ability to grasp and execute the position's requirements.

Evaluation Criteria

Applicants will be evaluated based on experience, **online samples**, interview and references.

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