



truematter Job Description

Lead UX Strategist

What We're Looking For

A User Experience Strategist at truematter leads project engagements, aligning user-centered digital product design and development with clients' business strategy and goals.

From zero to product launch (and often beyond) they guide user experience success. This includes forging UX road maps through deep user and stakeholder research, identifying metrics, measures, and business outcomes, offering expert counsel to clients, and participating in continuous internal process refinement.

This position requires extensive client and internal team interaction. The best candidate will possess a keen mind, practical UX strategy experience, the heart of a leader, and near preternatural ability to help define and solve complex UX problems.

Responsibilities

- **Define and oversee UX strategy for complex digital products.** Align strategy to business goals and user needs. Drive strategic design, content, and development decisions.
- **Lead clients and internal team in discovery engagements.** Create world-class UX road maps that include, but are not limited to, user journeys, goals, objectives, metrics, and measures.
- **Lead user and stakeholder research.** Define and facilitate user and stakeholder research activities, user observation, and/or workshops.
- **Contribute to key UX deliverables.** Create or assist with UX definition for complex interactive projects. This includes, but is not limited to, sitemaps, user flows, wireframes, prototypes, and high-level UX requirements.
- **Guide clients and stakeholders.** Offer expert counsel to client teams. Help them understand, accept, and stay on track with user-centered solutions. Ensure direction and concepts are clear.
- **Continually refine internal processes.** Help define and make UX process improvements for team collaboration, client communication, stakeholder buy-in, new project onboarding, project planning, and digital product creation.

- **Foster internal collaboration.** Facilitate conversations across disciplines, ensuring team members are aligned to strategic project direction. Have difficult conversations when needed.
- **Define and estimate project scope.** Estimate scope, budget, and timeline for projects from a strategic perspective. Identify risks and challenges.

Requirements

These qualities are non-negotiable.

- **UX Strategy Experience** – This is not an entry-level position. This is a professional UX strategy leadership position.
- **Technical Knowledge** – You don't need to be a digital product developer, but you need to know and understand enough to effectively interact with and debate with digital product developers.
- **Problem-Solving Creativity** - Possess problem-solving skills, an investigative mentality, and a proactive nature.
- **UX Passion** – Zealous drive to make interactive technology better for real people.
- **Writing Ability** – You must be able to write clearly, concisely, and quickly. This includes succinct easy-to-understand requirements documentation.
- **UX Software Skills** - Strong proficiency/expertise in:
 - *Wireframe/Prototype Tools* – Axure RP or equivalent.
- **Leadership** – Proactive, ownership attitude, take-charge personality, and “can-do” demeanor.
- **Independence** - The ability to make things happen with limited direction.
- **Client Savvy** - An outgoing personality and ability to interact excellently with clients and teammates.
- **Stewardship** - Commit to delivering solutions on time and within budget.

Desired Qualities / Skills

If you possess these skills or abilities, you have our attention.

- **Content Strategy Background** – We care deeply about the proper, strategic use of words. We want our strategist to share this passion.
- **Accessibility** – Strong experience with WCAG standards.
- **CMS Familiarity** – Experience with enterprise-level CMS products.

Education

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

- Human-Computer Interaction (HCI), UX, or Related Degree
- Business / MBA
- English/Journalism

- Psychology
- Communications
- Library Science

Experience

- At least 2-3 years' experience as a UX Strategist or related user experience position.
- Demonstrable experience defining and bringing user-centered sites, apps, or software to fruition.
- Experience guiding teams, leading projects, and facilitating group understanding of strategy decisions.

Evaluation Criteria

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

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