

# UX DESIGNER

*Brightly // Job description*

Brightly is an experience design (XD) and digital transformation (DX) consultancy focused on turning complex business challenges into elegant, simple software. Brightly is design-led, research-driven, user-focused, and deep on technology. Brightly delivers world-class business software design and product strategy & development expertise to complex custom software projects (including digital products, B2B & B2C e-commerce, SaaS solutions, enterprise web & mobile, as well as proof of concept, prototype & innovative applications in IoT, AR/VR, AI, machine learning and more). [www.teambrightly.com](http://www.teambrightly.com)

As the Brightly team often tackles new and complex business issues we seek team members passionate about their craft, with a love for problem solving, continuous learning, and collaboration. With a geographically diverse team, we work best with self-motivated people with strong communication skills. Brightly offers flexibility in work/life schedule, paid training opportunities, and a growing list of benefits.

Brightly is seeking a motivated, hands-on UX Designer to join the Brightly interactive design team. The UX Designer is responsible for applying user-centric design best practices to craft scalable UX/UI designs and experiences across digital platforms. The UX Designer is responsible for driving creative output across a range of innovative projects – with a strong pedigree in visual design and demonstrated expertise in digital experiences. The UX designer will be helping drive hands-on projects at every stage of the life cycle, from brainstorming creative concepts with the project team to participating in client presentations and ensuring deadlines are met, all the way to launch. The new UX Designer must be highly focused, self-motivated, and have a strong attention to detail. Collaborating well and being a part of a positive, fast-paced working environment is a key attribute for anyone wishing to work at Brightly.

## Schedule, location, and travel

- Full-time salaried, but open to contract-to-hire
- Fully remote, partially remote, or on-site in either our Grand Rapids or Traverse City office depending on applicant's location and preference
- Brightly has national clients so some travel (when safe) is required

## Benefits

- Health insurance

- 401K
- Cell phone stipend
- Remote work ability
- Flexible schedule
- Paid training opportunities

## What we'd like to see

- A strong background, with 3-5 years of UX and UI design experience, preferably some in an agency environment.
- Strong conceptual thinking. We want people who can start a project off from an incredibly strong position and come up with strong concepts to move forward with.
- Design skills. Prototype tools, such as: Figma, Axure, InVision
- Strong leadership and teamwork skills—the ability to work with leads and directors as well as have the confidence and skill to communicate your ideas clearly.
- A solid understanding of UX - wireframes, user personas, user flows, user journeys.

## What you'll do

- **Play a key part in research and strategic planning**

The UX Designer may be asked to craft & conduct user interviews, create user personae, user flows, storyboards, and other user experience planning documents for enterprise web and software products. Using the information gleaned from these, the UX Designer will be responsible for creating interactive and intuitive wireframes.

- **Create compelling UI designs**

Bring a strong aesthetic eye for design to create effective visual hierarchies and balance form with functionality both for client work and internal Brightly projects.

- **Be critical & intentional**

Think critically about the strategic direction, apply best practices to every design exercise, and don't be afraid to offer a better solution. We firmly believe there's always room for improvement.

- **Effectively communicate**

Among colleagues, with the senior management team, and in all client interactions, we expect

that every member of our team can speak professionally and confidently about their work and can be personable and positive to be around.

## **Additional considerations**

- Must work collaboratively in a team environment
- Must be self-motivated and can easily execute without ample direction
- Must be comfortable working with clients from a variety of industries and markets
- Must be detail-oriented with the ability to think critically and efficiently multitask
- Must be confident in presenting your work to team members and clients, answering questions, articulate information to clients, and effectively manage workloads to meet deliverables within agreed timeframes
- Must be open to constructive criticisms
- Must possess the ability to learn quickly
- Must possess an understanding of user centered design and user experience

## **Software competencies:**

- Figma, Adobe Photoshop, and/or Sketch.

Nice to have

- Adobe products (Illustrator, etc)
- Axure
- Front End Code
- Google Analytics