

Ref. No : **AF/UID/2024/JD/01**

Detailed Job Description

Job title : UI Developer

Reporting to : Team Lead

Salary : Industry par CTC

Hours : Full time

Locatio : Hebbal office, Bangalore.

Job Brief

We are looking for a skilled **UI Developer** with a strong background in marketing and sales-oriented projects. This role will focus on designing, developing, and enhancing user interfaces that optimize the customer journey and drive engagement across our marketing and sales platforms. The ideal candidate will bring expertise in responsive design, usability, and front-end technologies to deliver engaging digital experiences that align with our brand and business objectives.

Job Description

Key Responsibilities:

- **UI Development:** Design and implement intuitive, responsive, and visually appealing interfaces for marketing and sales applications, websites, and landing pages.
- **Collaboration:** Work closely with cross-functional teams including marketing, sales, product management, and UX/UI designers to translate business requirements into high-quality UI designs.
- **Optimization:** Ensure that all interfaces are optimized for speed, accessibility, and cross-browser compatibility to enhance user experience.
- **Wireframing and Prototyping:** Create wireframes, mockups, and prototypes that bring design concepts to life and communicate UI/UX ideas effectively.
- **Brand Alignment:** Ensure all designs are consistent with our brand guidelines and reflect the company's voice and values.
- **Performance Monitoring:** Track, analyze, and optimize user engagement and conversion rates on various platforms to ensure that our UI designs meet or exceed performance goals.
- **Code Review and Quality Assurance:** Conduct regular code reviews and maintain a high standard of code quality by following best practices in front-end development.

Continuous Improvement: Stay up-to-date with the latest UI trends, techniques, and technologies to continuously improve our digital products

Academic & trades qualifications

Bachelor's degree in Computer Science/Information Technology/Web Design or a related field.

Work experience & skills

Experience: 5+ years of proven experience as a UI Developer, preferably within the marketing and sales domains.

Technical Skills:

- Strong proficiency in HTML5, CSS3, and JavaScript frameworks (React, Angular, or Vue).
- Experience with CSS pre-processors like SASS or LESS.
- Familiarity with version control systems, such as Git.
- Understanding of responsive and adaptive design, with a mobile-first approach.
- Knowledge of user experience (UX) principles and user-centered design.

Tools & Technologies:

- Proficient in design and prototyping tools like Figma, Sketch, Adobe XD, or InVision.
- Experience with analytics tools (e.g., Google Analytics) and A/B testing is a plus.
- Familiarity with CMS platforms and frameworks relevant to marketing and sales.

Soft Skills:

- Excellent communication and collaboration skills to work effectively in a team environment.
- Strong attention to detail and a keen eye for aesthetics.
- Ability to manage multiple projects simultaneously and meet deadlines.

Preferred Qualifications:

- Experience with marketing automation tools (e.g., HubSpot, Salesforce Marketing Cloud).
- Familiarity with SEO principles and how they influence UI/UX.
- Understanding of conversion rate optimization (CRO) and user behavior analytics.

Why Join Us?

- Competitive salary and benefits package.
- Inclusive work environment that values diversity and innovation.

- Opportunity to work in a collaborative and innovative environment.
- The chance to work on impactful projects with cross-functional teams that drive business success.
- Flexible working hours.
- Exposure to diverse projects and an international client base.
- Access to continuous learning and development resources.
- Access to training resources and opportunities for professional development and career advancement.

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