



## JD – UX Lead/ UX Design Lead

### About Us

**Novacis Digital Private Limited** is a fast-growing product-based technology company headquartered at **IIT Madras Research Park**, a hub for cutting-edge innovation. We specialize in **building AI-powered digital products and analytics-driven solutions that solve real-world problems.**

Our leadership team brings over **100+ years of global experience** delivering scalable technology platforms and innovation labs for **Fortune 500 companies**. We are passionate about fostering a culture where technologists thrive by building smart, secure, and scalable products with real impact.

We're currently working on **next-generation LLM (Large Language Model) based systems** for intelligent document processing, dynamic workflow orchestration, AI copilots, and natural language analytics.

If you're passionate about **designing scalable digital products**, you'll play a key role in shaping intuitive, engaging, and impactful user experiences that drive the future of technology.

### UX Lead / UX Design Lead

We are seeking a highly experienced **UX Lead / UX Design Lead** with **5–10+ years of experience** to lead the design vision and execution of user-centered digital products. This role blends **UX strategy, Human-Centric design thinking, and hands-on design leadership**, requiring close collaboration with product, engineering, and business teams to deliver intuitive, scalable, and impactful user experiences.

### Experience Required

- **5–10 years of professional experience** in UX, UI, and Product Design for web and mobile platforms.
- Proven experience leading end-to-end product design initiatives and influencing product strategy.
- Strong background in translating business goals and user insights into product and UX solutions.

### Required Skills

- Expert-level understanding of **UX/UI and Product Design principles** including typography, layout, colour theory, visual hierarchy, and accessibility.
- Strong expertise in **Product Thinking**, user journey mapping, and problem-solving.
- Deep experience in **User Research methodologies** (interviews, surveys, personas, usability testing).
- Strong knowledge of **Interaction Design**, usability heuristics, and user behavior patterns.
- Proven application of **Design Thinking and Human-Centered Design** frameworks.
- Ability to balance **user needs, business goals, and technical constraints**.
- Excellent leadership, communication, and stakeholder management skills.
- Hands-on experience with **HTML5, CSS stylesheets, and JavaScript**.
- Strong expertise in building **responsive and adaptive user interfaces**.
- Experience with **UX/UI frameworks such as Bootstrap, Angular Material, and other modern UI libraries**.



#### Office Address

Module 10 (A3/10), Third Floor,  
Block - A,  
IIT Madras Research Park,  
Kanagam Road, Taramani,  
Chennai -600113



#### Website

[www.novacisdigital.com](http://www.novacisdigital.com)



## Roles & Responsibilities

- Own and drive the **UX and Product Design vision, strategy, and execution** across digital products.
- Take **full ownership of design delivery** across the product lifecycle, ensuring timely, high-quality execution aligned with product roadmaps and business goals.
- Plan, prioritize, and manage **design deliverables, timelines, and dependencies** in collaboration with product and engineering teams.
- Lead **end-to-end product design processes** including discovery, user research, journey mapping, wireframing, prototyping, visual design, and final handover.
- Partner with **product stakeholders** to define product strategy, requirements, roadmaps, and success metrics.
- Plan, conduct, and oversee **user research and usability testing** to validate product decisions.
- Design intuitive, scalable, and elegant **product experiences** aligned with user needs and business objectives.
- Mentor and guide UX/UI and Product Designers, ensuring high design quality and consistency.
- Facilitate **design reviews, workshops, and stakeholder presentations** to communicate design rationale.
- Establish and maintain **design systems, UX guidelines, and component libraries**.
- Identify usability issues and lead **iterative product improvements** based on research, data, and feedback.
- Work closely with engineering teams to ensure accurate and high-quality design implementation.
- Ensure designs adhere to **UX best practices, accessibility standards, and brand guidelines**.

## Tools & Technologies

- **Figma (Mandatory)** – product design, prototyping, and design systems.
- **Adobe Photoshop** – visual design and asset creation.
- **Adobe XD** – UI design and prototyping.
- **HTML & CSS** – solid hands on to collaborate effectively with front-end developers.

## Preferred Qualifications

- Experience working in **Agile/Scrum product teams**.
- Strong portfolio showcasing **product design case studies, UX leadership, and measurable impact**.
- Experience designing complex, scalable, or enterprise-level products.
- Ability to influence **product strategy and business decisions** at a senior level.



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