

JOB ADVERTISEMENT – USER EXPERIENCE (UX) SPECIALIST

JOB TITLE: User Experience (UX) Specialist
DEPARTMENT: Commercial
SECTION: e-commerce Product, Sales and Distribution
LOCATION: Kigali International Airport

Job Purpose

The User Experience (UX) Specialist will play a pivotal role in ensuring that our products and services provide intuitive, efficient, and enjoyable experiences for our users. You will collaborate with cross-functional teams to conduct user research, analyse user behaviour, and design solutions that meet user needs and business objectives.

1. Key Duties and Responsibilities;

- Meeting with the creation, marketing and design teams to ideate and define content goals.
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Facilitate the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products.
- Researching content and consumer trends to ensure that content is relevant and appealing
- Developing content strategies to reach the desired target audience and marketing goals effectively.
- Creating content on a variety of platforms, including blogs, websites, and social media.
- Proofreading and editing content before publishing.
- Ensuring that SEO and SMO strategies are effectively implemented.
- Managing content calendars and ensuring that the content remains consistent across all platforms.
- Coordinating with the marketing design and writing teams to ensure the timely delivery of assignments.
- Tracking consumer and content analytics and generating reports and presentations.
- Keeping up to date with content trends, consumer preferences and advancements in technology

2. Desired Profile: Required education, Experience, and Abilities:

- Bachelor in literature, Journalism, Marketing, communications, or similar
- Expertise in standard UX software such as Sketch, OmniGraffle, Axure, InVision, UXPin, Balsamiq, Framer, and the like is a must. Basic HTML5, CSS3, and JavaScript skills are a plus
- Extensive experience of five (5) years in using UX design best practices to design solutions and a deep understanding of mobile-first and responsive design.
- A solid grasp of user-centred design (UCD), planning and conducting user research, user testing, A/B testing, rapid prototyping, heuristic analysis, usability and accessibility concerns.
- In-depth knowledge of agile methodologies.



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- Strong analytical and problem-solving skills.
- Strong communication skills, written and verbal.
- Strong presentation skills
- Ability to multi-task and work under pressure

3. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae.
- A photocopy of the Passport/National ID.
- Copies of Degree/Diploma certificates
- Copies of relevant certificates.
- Three referees

The deadline for submitting application documents (**Only PDF Format**) is **May 29, 2024**. Please apply via the link: <https://erecruitment.rwandair.com/>

NB: Only shortlisted candidates will be contacted.