

RwandAir Ltd is the flag carrier airline of Rwanda. It operates domestic and international services to East Africa, Central Africa, West Africa, Southern Africa, Europe and the Middle East from its main base at Kigali International Airport. Our mission is to provide unsurpassed, safe, and reliable services in air transportation, including strategically linking Rwanda with the outside world while ensuring a fair return on investment. As part of the expansion strategy, we are looking for interested, qualified, and competent candidates to fill the following position:

Job Title: UX Specialist (User Experience)
Reports to: TO / Leisure and Direct Sales Manager
Department: Commercial
Location: Kigali International Airport – Town Office

Job Purpose

To improve the usability, accessibility, and overall user experience of RwandAir's digital products including booking platforms, mobile interfaces, holiday packages, and sales tools. The UX Specialist is responsible for conducting user research, developing wireframes and prototypes, and collaborating with product, IT, and design teams to ensure seamless, user-centric functionality that enhances engagement and conversion.

1. Key Duties and Responsibilities:

Operational

- Conduct user research, usability testing, and behavioural analytics to identify pain points and improvement areas across digital touchpoints.
- Translate user needs and business goals into journey maps, wireframes, mock-ups, and interactive prototypes.
- Collaborate with the Product Owner and development teams to design user interfaces that are intuitive, responsive, and aligned with brand guidelines.
- Contribute to the development of a consistent design system across RwandAir's platforms including WB Holidays, retail portals, and microsites.
- Use data from Google Analytics, heatmaps, and A/B testing to evaluate performance and validate design decisions.
- Ensure accessibility and mobile-first design principles are incorporated into all UX outputs.
- Maintain documentation of user personas, workflows, design standards, and testing scripts.
- Provide UX support during product rollout, including post-deployment testing and feedback capture.
- Collaborate with Marketing and Content teams to optimize conversion pathways and CTAs on promotional pages.
- Develop wireframes and UI/UX solutions that accommodate multilingual audiences and regional travel behaviors.
- Participate in sprint planning, backlog grooming, and design reviews within the product lifecycle.
- Assist in training internal teams on usability standards and advocate for user-centered design thinking.
- Track industry trends and competitor experiences to recommend design improvements and feature innovations.

- Support the creation of dashboards or simplified agent interfaces for internal sales or operational tools.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in User Experience Design, Human–Computer Interaction (HCI), Interaction Design, Graphic Design, Information Systems, or a related field
- Minimum 3–5 years' experience in UX/UI design or user experience roles
- Proven experience designing customer-facing digital platforms such as websites, mobile apps, or ecommerce systems
- Experience working with cross-functional teams including Product, IT, Digital, Marketing, and Business stakeholders
- Demonstrated experience conducting user research, usability testing, and customer journey mapping
- Experience designing for transactional platforms (e.g., booking engines, payment flows, self-service portals)
- Experience working in Agile or product-based environments
- Portfolio demonstrating end-to-end UX process (research, wireframes, prototypes, and final designs)
- Experience using data and analytics to inform design decisions (e.g., conversion metrics, user behavior insights)

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Strong expertise in UX research methods (user interviews, surveys, usability testing, A/B testing)
- Proficiency in UX/UI design tools such as Figma, Adobe XD, Sketch, or similar
- Ability to create wireframes, user flows, journey maps, and interactive prototypes
- Strong understanding of usability principles, accessibility standards (WCAG), and inclusive design
- Experience optimizing conversion funnels and checkout journeys
- Strong knowledge of mobile-first and responsive design principles
- Ability to translate business requirements into intuitive, user-centered designs
- Strong collaboration skills with developers and product owners
- Experience working with design systems and component libraries
- Ability to analyse user behavior using tools such as Google Analytics, Hotjar, or similar
- Strong attention to detail and consistency
- Excellent communication and stakeholder presentation skills
- Problem-solving mindset with a strong customer focus

4. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;



RwandAir

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- Recent Curriculum Vitae;
- Copies of Notarized Degree/Diploma certificates
- Relevant certificates;
- Copies of academic papers;
- A photocopy of the Passport/National ID;
- Three referees

The deadline for submitting application documents (**Only PDF Format**) is **September 18, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>.