

## Senior Product Designer

### **Company Profile: -**

<https://www.agrevolution.in/company>

### **Informative Links: -**

[https://www.linkedin.com/posts/dehaat\\_top-agri-tech-startups-to-look-out-in-2021-activity-6748942282436726784-NhJ](https://www.linkedin.com/posts/dehaat_top-agri-tech-startups-to-look-out-in-2021-activity-6748942282436726784-NhJ)

[https://www.linkedin.com/posts/dehaat\\_farmers-helpline-farmers-support-1800-activity-6742849300264468480-CeLk](https://www.linkedin.com/posts/dehaat_farmers-helpline-farmers-support-1800-activity-6742849300264468480-CeLk)

[https://www.linkedin.com/posts/dehaat\\_dehaat-business-application-activity-6745960092262305792-3oZ6](https://www.linkedin.com/posts/dehaat_dehaat-business-application-activity-6745960092262305792-3oZ6)

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[https://www.linkedin.com/posts/dehaat\\_connected-farming-community-activity-6744536880890593280-8juK](https://www.linkedin.com/posts/dehaat_connected-farming-community-activity-6744536880890593280-8juK)

[https://www.linkedin.com/posts/dehaat\\_future-agritech-india-activity-6734357822592618497-Lrrm](https://www.linkedin.com/posts/dehaat_future-agritech-india-activity-6734357822592618497-Lrrm)

[https://www.linkedin.com/posts/dehaat\\_will-dehaats-full-stack-model-overcome-the-activity-6742003797779918848-cm-B](https://www.linkedin.com/posts/dehaat_will-dehaats-full-stack-model-overcome-the-activity-6742003797779918848-cm-B)

[https://www.linkedin.com/posts/dehaat\\_agritech-ai-ml-activity-6729385137840128000-hD1L](https://www.linkedin.com/posts/dehaat_agritech-ai-ml-activity-6729385137840128000-hD1L)

### Job Description:

#### **a. Candidate should be able to manage cross-functional products**

#### **b. Candidate should be responsible for research and discovery of assigned product verticals**

- creating user journey, user persona, user scenarios, user stories, page flows, and document them and share with experience designers, PMs, and engineers.
- design and develop design thinking for assigned projects and uplift associate designers skills

#### **c. Candidate should be able to manage and execute interface design for assigned product verticals**

- visualize and prototype ideas to communicate concepts, conveying design ideas via sketches, wireframes, hi-fidelity mockups, prototypes, and/or animations
- design and develop design system for assigned projects and uplift associate designers skills
- communicate with associates designers to convert ideas into high fidelity design

#### **d. Candidate should be able to manage and execute usability testing of assigned product vertical**

- conduct usability testing and responsible for writing interview scripts.

### Requirement

- At least 5+ years of experience as a Product Designer, User Researcher or comparable role
- Bachelor's/Master's degree in Interaction/ Experience/ Visual/ Product design or related field
- Must have worked on large projects as an individual or in the team for mobile and web-based platforms

- d. Experience of working cross-functionally in agile framework with design, product management, and engineering
- e. Expertise in digital design tools (Figma, Invision, etc) and well-versed in design systems, pattern libraries, and design methodologies.
- f. Good command over visual design and knowledge of the design process
- g. Portfolio of previous work must be presented incorporating product/design/sketches that demonstrate an understanding of design thinking, wireframing, interaction design, visual design, and best practices.