

DeHaat

Who are we?

DeHaat is the fastest-growing AgTech startup in India and the only full-stack agri service provider. Founded by people from IIT Delhi, IIT Kharagpur, IIM Ahmedabad, and other top institutes. Currently, we are connecting 2,65,000 farmers of eastern India (Bihar, UP, and Odisha) directly to 150+ agri-businesses like agri-input companies, institutional buyers, and financial institutions.

We are a funded startup growing 3-4x annually; targeting to work with 5 million farmers by 2024. Because of the impact, we create at the grass-root level, we have been awarded a number of times at multiple forums such as NASSCOM, Forbes, ET, Niti Aayog, and many more.

Is the Agriculture sector a good carrier choice?

The agriculture sector is among very few sectors that sustained during this unprecedented situation of COVID, there are lots of articles available on the internet to verify this. Handling the current situation very well, this sector has great potential to fulfil the need of the future. And which directly helps in your carrier growth because the sector is growing tremendously, and Agri Technology is the next Future.

About your role at DeHaat:

Of course, we are not expecting you to be like a farmer. But yes, you have to empathize.

- Execute UXD research by diagnosing business and user needs.
- Drive UX projects through User-Centered Design methods and processes.
- Plan and conduct primary and secondary research.
- Create and convert user insights into information designs
- Create and present compelling design concepts as part of the UX strategy.
- Work to manage all interaction design activities including visual design co-ordination.
- Present design decisions to the stakeholders that are backed up by strong experience design principles and rationale.
- Coordinate with product and technology teams to bring designs to reality,
- Manage communication at all levels and be responsible for project deliverables with quality and on time

About you:

- A team leader
- Minimum 4+ years of solid industry experience (You can also prove me that age is not always the factor)
- A tough negotiator
- Ability to trigger business discussions with Stakeholders, Product Managers, and CTO
- Be a clear and effective presenter in order to influence important design decisions and maintain credibility.
- Deeper eagerness for observing human behaviour and synthesizing insights into design.
- Proven ability to plan and conduct complex B2B UX engagements.
- Experience designing for various devices and systems (mobile, handheld, TV, display systems).
- Ability to manage their own time in an efficient manner while receiving strategic and tactical direction from project stakeholders.

Do not apply if

- Your core expertise is in any language (HTML, JAVA, C++, or any other. You can go to <https://agrevolution.in/we-are-hiring> for such profiles
- If you are UI/UX/Web/Visual/designer/fashion designer

What's the recruitment process?

- **Introductory call**
- **Handling a small situational test**
- **A conversation about your past experience**
- **Design problem discussion**
- **Culture fit conversation**
- **Extending an offer**