User Interface Designer

Overview:

The User Interface Designer (UID) is responsible for the look, feel and design on the CPAP.com website. The UID should be passionate and hungry to have a revolutionary beautiful website not just in the CPAP space, but as a player in the eCommerce sector. This should be achieved through the creation and maintenance of brand guidelines. The UID will also work with User Experience Analyst to help conduct research, create user stories, and synthesize customer data into customer centric design. The UID will work with provided flowcharts, wireframes and high fidelity prototypes to create aesthetically pleasing user design. The UID is also responsible for maintaining the design elements and usability of onsite conversion enhancement tools.

About CPAP.com

The biggest, most important thing to know about CPAP.com is that we sell one of life's most important things - sleep! CPAP.com started several years ago as a simple operation run through eBay and quickly grew to a full scale eCommerce company. Profitable since day one, CPAP.com is now the largest online retailer of Sleep Apnea equipment. Come join our team of smart, innovative thinkers. We are currently looking for an intelligent and creative individual to join our Marketing Team.

Skills

General:
- Proficient with the use of basic computer software
- Manage, schedule and prioritize time efficiently
- Work well in a team while providing positive, actionable critique and feedback
- Positive attitude which bolsters and encourages team
- Possesses ability to be at once optimistic and critical
- Excellent oral and written communications skills
- Efficient time management skills to meet aggressive goals and objectives
- Proactive with a desire and ability to learn quickly
- Self-directed, independent thinker while being an effective team member

- Initiates and moves others to achieve results
- Strategic thinker

Role Specific Requirements:
- Strong design aesthetic
- Strong written and oral communication skills which enable design visions to be shared
- Advanced creative / concepting skills
- Deep analytical skills and detail orientation
- Proficiency with design programs: Adobe Creative Suite, Sketch
- Familiarity with wireframing software: UXPin, Axure, Balsamiq
- Project management tools such as JIRA
- Unique and beautiful portfolio that exemplifies smart, simple strategic thinking
- Google Analytics

Preferred Skills, But Not Required:
- Coding Languages: HTML, JavaScript, PHP, SQL, CSS, etc
- Photography

History and Education Requirements:
- Three or more years of UI experience
- Design or Marketing degree preferred, not required

Areas of Responsibility:

Implement site changes to enhance customer usability and site profitability
- Work with UXA to beautify usability enhancing tools and features on site
- Leverage user design techniques to enhance conversion flows designed to make purchasing easy and intuitive to do
- Leverage insights from SEM team to ensure elements on site allow for best rankings on SERPs

Work large scale UX focused projects to further CPAP.com as a company
- Research and understand backend and frontend CPAP.com processes and workflows
- Insist on the utilization of up to date design and usability trends aimed at giving CPAP a more beautiful site and competitive edge within the sleep industry
- Turn wireframes into customer friendly art to support new Marketing initiatives
- Work with a developer to implement, test and monitor software changes
- Work with UXA to organize and run company training to educate employees on the change

Manage onsite conversion enhancement tools

- Audit and optimize tool performance through the use of metrics reports
- Work with SaaS partners to improve look, feel and usability of tools
- Suggest new areas of opportunity

Manage, Leverage and Improve Site Metrics
- Study site metrics to understand strengths, weaknesses and areas for opportunity and growth, especially relating to customers
- Share insights with co-workers to improve Marketing efforts across the board

Perform Project Analysis Valuations
- Leverage data and metrics to predict the value of a potential projects

Implement and Maintain Regular Site User Testing
- Develop a systemized process to study and document real user observations and data
- Utilize findings to improve front and back end design as it pertains to workflows
- Share data with the team

Build documentation and processes for employees to reference and utilize
- Reinforce work with thorough documentation
- Ensure everyone involved with new and existing processes is well educated and has a referenceable training material

Manage and Implement Large Scale, Intricate Projects
- Map out project tasks and timelines and deliver items on time
- Utilize existing user experience knowledge and data to better enrich projects
- Understand what makes a project profitable and deliver that outcome
- Grow basic understanding of company data organization to create well thought through project specs
- Understand a report metrics post project and be able to confidentially decide if the project should continue, discontinue or be modified further

As Assigned:
- All other duties as assigned

Benefits:

- A summary of time off, retirement and healthcare is available here: http://bit.ly/1lAbxkP
- Yearly performance reviews conducted. Raises, bonuses and growth opportunities available for top performers.
- All benefits and benefit policies are subject to change.

Application Details:

Resumes and portfolios should be sent direction to Ashley.Thompson@cpap.com.