

Exciting career opportunity



Associate Director, User Experience Lead – Africa

KPMG in Africa is part of a global network of firms that offers Audit, Tax, Consulting, Deal Advisory and Technology services. Through the talent of over 16,000 colleagues, we bring our creativity and insight to our clients' most critical challenges.

With offices across the continent, we work with everyone from small start-ups and individuals to major multinationals, in key sectors. Our work is often complex, yet our vision is simple: to be the clear choice for our clients, for our people and for the communities we work in.

At KPMG, Our Values represent what we believe in and who we aspire to be. Our Values guide our behaviors day-to-day, informing how we act, the decisions we take, and how we work with each other, our clients, our communities and all our stakeholders. They bind us together, across our different backgrounds and cultures, and are common to each of us. Living Our Values is a journey that requires the collective ownership and commitment of everyone at our firm. If you would like to be part of this journey, we welcome you to explore the opportunity.

Position Summary

At KPMG, you'll find a world of opportunity, where our people give clients and communities the insights, they need to build a sustainable future.

This role seeks an experienced professional to lead our team of UI/UX designers in researching, designing, and implementing digital products that are seamless, intuitive, and delightful to users. The UX Lead plays the strategic role of aligning product roadmaps with consumer/market needs, thereby, creating balanced and elegant product solutions amidst constraints in the product's technical framework.

This is a Full Time, Hybrid Pan-African role, with responsibility for leading a team across the continent, and the resource will be based in either Johannesburg, Nairobi, or Lagos.

Roles and Responsibilities

Strategy

- Provide technical UX support to the Africa digital transformation team.
- Work with relevant functional areas and service lines across the Firm to deliver on client engagement and sales initiatives.
- Leverage local and global KPMG artefacts, SMEs, and other network assets to advance the firm's UX agenda.
- Manage, coach and grow the UX team.
- Research products or services to understand audience and market positioning.
- Understand the psychology and motivation of users to position the product or service in a way that supports this.
- Structure and label information architecture and wireframe to demonstrate look and feel of the experience.
- Create prototypes of websites, applications, or products to further demonstrate user experience.
- Participate in the development and publication of thought leadership.

Client Impact

- Lead the design of seamless, intentional experiences for customer, employee and partner ecosystems of clients across Africa.
- Develop and implement user experience strategies that align with business objectives and deliver measurable results.
- Provide leadership and guidance to cross-functional teams to ensure the successful delivery of user experience projects.
- Promote awareness of KPMG's User Experience capabilities and artefacts.
- Identify business opportunities across Africa and develop new client relationships to expand the business and ensure a rich pipeline.

- Develop practice through thought leadership, sales enablement and training.
- Identify and evaluate emerging user experience trends that can position clients for better competitive advantage.
- Champion a data-driven approach to understanding user behavior, buying preferences and patterns which can inform an effective user experience strategy.
- Test the user experience and iron out any issues before launch.

Finance

- Deliver on targets and goals (including sales goals).
- Provide annual budget input for the area of responsibility for approval and integration into service line/ growth area budget.
- Manage the annual budget, including costs for designated area.

Qualifications, Experience and Skills

The ideal candidate has:

- At least 10 years or more experience in user experience design
- Proven track record of developing and implementing successful user experience strategies.
- Hands-on and solid background in conceptualizing, designing, and creating first-class product experiences for consumers.
- Exceptional customer-focus with expert knowledge of ecommerce, usability and experience design.
- Demonstrable experience in delivering fun, innovative and cross-device/responsive interface designs that have delivered commercial success.
- Proven experience with prototyping tools such as Figma and Adobe XD.
- Expert knowledge of visual design tools.
- Good understanding of platform constraints, browsers and accessibility guidelines.
- Experience with optimizing websites for mobile devices, social merchandising and user-generated content.
- Strong leadership skills and experience managing cross-functional teams.
- Experience in monitoring and driving product development from creation of design concepts to the final launch of the product as well as post-launch monitoring and analysis.
- Self-starter and able to work independently including across multiple priorities and complex matrixed roles and responsibilities.
- Confident, tactful and able to effectively influence others and deal effectively with senior leaders.
- Strong communicator, including listening skills with an ability to translate insights across business and technology teams and to develop and present new ideas and conceptualize new approaches and solutions.
- Strong team and work ethic, comfortable with ambiguity, change and challenge.
- Comes from a digitally focused or relevant industry background with experience of working with digital/technology solutions and experience of managing projects for internal or external clients.
- Have a demonstrable knowledge of innovation principles, frameworks and practices.
- Sector experience in retail, telco, and financial services will be an added advantage.
- Proven track record of the design thinking ethos of human centered design and ability to adopt it to solve client issues.
- Strong understanding of agile methodology in product development.

We offer:

- An exciting opportunity to work with a Big 4 firm on cutting edge infrastructural development across Africa.
- Continuous learning and development.
- Exposure to multi-disciplinary client service teams.
- Unrivalled space to grow and be innovative.

If your career aspirations match this exciting opportunity, please send your application to talentrecruit@kpmg.co.ke by **15 July 2023**.

Please note that only shortlisted candidates will be contacted on a rolling basis.

kpmg.com/socialmedia

