New opportunities at Zap-Map
UX Designer

Role Title: UX Designer
Reporting to: Head of Product
Location: Bristol/Remote
Date advertised: September 2022
(Employee Referral Bounty Eligible)

The Company:

Zap-Map is the UK's leading app and digital platform for Electric Vehicle drivers, enabling them to search for charge points, plan journeys, pay for charging, and share insights with other EV drivers. Our mission is to make charging simple and, by doing so, help accelerate the transition to electric vehicles and zero-carbon mobility.

We are a high-growth technology company and, having just closed our Series A fund raise, we are now expanding multiple areas of our team to unlock the value in our roadmap.

The Role:

Zap-Map is our core product and our apps are now used by a growing monthly audience of over 235k users. We're passionately user focused and as our audience grows so do their needs. We need to continually engage and empathise with them, using insights from research and testing to drive the evolution of our user experience.

We have an ambitious growth strategy that will see us multiply this audience, meaning it's more important than ever that our feature set is valuable, discoverable and usable for new, as well as existing, users. We want to ensure our user experience stands out from the competition, delighting and enabling EV drivers.

As our first permanent Designer, you will need to be comfortable defining, and leading, our approach to design. You will need to quickly gain understanding of the electric vehicle industry and our current and target audience. You will work across the full design process, and will be well practised in using a range of techniques to build empathy with our users, understand their needs, map key journeys on our platform, and lead the team in designing, prototyping and testing new features and functionality. You will work closely with our product and engineering teams, ensuring that we adopt user centred design through discovery and delivery.

You will ensure we maintain a high standard of UX and UI design, aligning design work with brand guidelines and evolving the product to appeal to our UK audience and, in 2023, multiple international markets.

We are looking for a strong communicator and facilitator who amplifies the voice of our users, will take ownership for design quality, can work autonomously, and will support the team through all stages of our design and development lifecycle.

You will report to the Head of Product to agree on approach and objectives. You will also work closely with others across the team to establish a design process that is lean, user centred, and effective.

Key Duties and Responsibilities

User centred design tasks:

- Ensure a consistently high quality, brand aligned, user experience is delivered across our mobile applications, website, and in car product set.

- Lead research and discovery activities, building and communicating a clear view of our users and their needs.

- Facilitate the conception of new experiences, sketching, prototyping and testing new propositions across new and existing digital channels.

- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.

- Develop and deliver design artifacts, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces, to enable our engineering team in delivery.

- Make strategic design and user-experience decisions related to core, and new, functions and features.

- Lead the establishment of a consistent design language across our digital experiences.

Leadership tasks:

- Longer term - build a scalable design process that will support expansion of the team, and product, into international markets

- Collaborate with internal and external stakeholders to ensure the app evolves in line with other channels, including our website experiences.

- Establish user experience metrics, ensuring we can measure and analyse the performance of our mobile products.

Required Experience

- At least 3 years of experience, ideally in a range of user experience, research and product design roles. And/or appropriate qualifications in user experience and user centred design from a reputable industry body.

- Experience of using UX design best practices to design solutions, and a deep understanding of mobile design, including native design (material / human interface guidelines). Ideally also some understanding of mobile-first and responsive web design.

- Experience working with mobile applications and designing products that work for 100k+ users. Experience with multi-language apps that are available in several international markets is desirable, but not essential.

- Experience of working closely with engineering teams to enable rapid delivery in an agile environment.

- Expertise in common UX & UI tooling (such as Sketch, Figma, InVision, UXPin, Balsamiq) and the like.

Required Skills

- A solid grasp of user-centered design (UCD), planning and conducting user research, user testing, A/B testing, rapid prototyping, heuristic analysis, usability and accessibility concerns.

- Ability to iterate designs and solutions efficiently and intelligently.

- Ability to clearly and effectively communicate design processes, ideas, and solutions to teams and users.

- Ability to work effectively in a team setting including synthesizing abstract ideas into concrete design implications.

- Be passionate about resolving user pain points through great design.

- Be collaborative, open to receiving feedback and constructive criticism.

- Be passionate about all things UX and other areas of design and innovation.

Required Attributes

- Degree-level educated (or equivalent).

- Goal-driven.

- Tenacious.

- Positive, can-do attitude.

- An affinity with technology.

- A passion for sustainability.

- Self-motivated.

- Team player.

Our offer

The EV market is growing at an extraordinary pace. Working at Zap-Map means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges. As one of the leading aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future.

In addition to a competitive salary your package includes:

- Annual salary of £50,000 - £65,000, depending on experience

- Performance-related annual bonus scheme.

- Pension & Benefits scheme.

- Flexible working options available.

- Professional training and mentoring to extend your skills.

How to apply

To formally apply, please send a covering letter together with your CV to: alibates@zap-map.com.
Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.

Posted: September 2022