

UX Designer

Menlo Park, CA

Sales & Marketing

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Facebook's mission is to give people the power to build community and bring the world closer together. Through our family of apps and services, we're building a different kind of company that connects billions of people around the world, gives them ways to share what matters most to them, and helps bring people closer together. Whether we're creating new products or helping a small business expand its reach, people at Facebook are builders at heart. Our global teams are constantly iterating, solving problems, and working together to empower people around the world to build community and connect in meaningful ways. Together, we can help people build stronger communities — we're just getting started.

Global Business Marketing is the Facebook team tasked with sharing our mission-based story with brands, agencies and businesses around the world—AKA the best marketers in the world. With millions of advertisers using Facebook's family of apps and services, we helps create meaningful connections between businesses and people. Working with Facebook offers countless ways to make an impact in a quickly changing advertising landscape. We are looking for a talented UX Designer to create intuitive, engaging digital experiences that are easy to use and inspiring. You know how a product should look, feel and work, and understand what users need and want in the digital space and in real life. You will build prototype as proof of concept. You will work with a highly cross-functional team of marketers, product leaders and business leaders, all working together to bring our ideas to life.

RESPONSIBILITIES

- ✓ Lead UX efforts on key projects and initiatives across our family of business marketing surfaces, raising the bar through quantitative and qualitative metrics.
- ✓ Responsible for the development of UX strategy, user journeys, and innovative user experiences across a wide variety of channels and digital platform.
- ✓ Provide deliverables including prototypes, proof of concept documents, wire frames, site architecture, user flows, use cases, and user scenarios.
- ✓ Manage all design aspects of a project from start to finish, own the end-to-end user experience of a project.
- ✓ Conduct interviews, competitive research, design explorations, and strategic analysis.
- ✓ Deliver a complete UX and visual design framework (through partnerships with art directors, copywriters, and dev teams) to the engineering team.

MINIMUM QUALIFICATIONS

- ✓ 5+ years experience in Experience Design
- ✓ Experience at an interactive/in-house agency
- ✓ Experience with strategic, conceptual and creative thinking
- ✓ Experience developing experience design, user flows, site architecture and prototyping

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