



**SEEK ADVENTURE.
SAVE THE OCEAN.™**

About PADI

Founded in 1966, PADI (Professional Association of Diving Instructors®) is the world's largest and leading diver organization with 6,600 dive centers and resorts and over 128,000 professional members in 186 countries and territories. PADI has certified over 28 million divers during our history, an achievement no other scuba diving agency can claim.

PADI is a purpose driven organisation committed to leading industry efforts around ocean conservation. PADI is a force for good, creating jobs and defining a lifestyle, supporting entrepreneurial business growth globally, introducing millions of people into diving and transforming lives across continents and culture.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and a robust benefits plan.

About the Senior User Experience Designer position

PADI is going through a major overhaul of its B2C and B2B digital portfolio and we are looking for a talented Senior UX Designer to join our fast paced Product Design team. You will be working out of our global headquarter in California (working remotely until the office reopens) on a broad range of products with stakeholders from around the globe. You will be integrated in one or two scrum teams, working closely with the product owners.

The successful candidate should be result oriented and passionate about creating customer delight through beautiful aesthetics, functionality, reliability and usability. We are looking for a positive person with a hands on attitude that loves to get things done.

Senior UX Designer responsibilities:

- Collaborate with product managers, designers, and engineers to translate concepts into intuitive interfaces that support business objectives.
- Collaborate with engineers to ensure specifications are understood and implemented.
- Develop and conduct usability studies to uncover insights and identify experience issues.
- Independently create user journeys, wireframes, information architecture, user flow diagrams, and prototypes to communicate designs; and iterate on designs based on feedback from stakeholders and research.
- Structure and classify sites and applications to help people find and manage information.
- Develop navigation structures to support proper wayfinding.
- Produce UX deliverables for user focus groups and data collection.
- Leverage and consume user research data in the creation of UX deliverables.

- Contributes to design specifications and style guides.
- Presents design concepts, user needs, and design rationale to multidisciplinary teams, as well as to key stakeholders and business partners.

Senior UX Designer requirements:

- 5+ years of UI/UX design expertise in digital products demonstrated with a strong portfolio. Portfolio must include designs created for web, mobile interfaces, micro interactions and style guides.
- Expertise in creating responsive and adaptive designs for multiple contexts and device types (e.g., desktop, mobile, tablet).
- Expertise in standard design and prototyping tools including Figma, Sketch, InVision and Adobe Creative Suite.
- Expertise in usability testing and performance metric.
- Impeccable attention to detail and ability to review frontend UI for defects.
- Experience working in Agile (Scrum, Kanban) teams and managing complex UX projects end-to-end with minimal supervision.
- Experience with user research and applying research findings.
- Working knowledge of design specification tools like Zeplin or InVision Inspector.
- Ability to apply critical thinking to a variety of complex user problems, taking into account user needs, business objectives and technical constraints.
- Up to date with the latest UI/UX trends and techniques.
- Excellent communication, presentation, and interpersonal skills.
- Bachelor's degree in fine arts, human-computer Interaction (HCI), user experience, human factors, visual design, or equivalent.

Additional nice to have skills:

- Being a certified scuba diver would be an asset, helping you to understand our customers from the outset.
- Familiarity with Design Thinking and Lean UX methodologies.
- Solid understanding of design principles (color, typography, layouts).
- Experience with design system frameworks (e.g. Bootstrap) and Brad Frost's Atomic design methodology.
- Basic knowledge of frontend development technologies, including HTML, CSS and JavaScript.
- Experience evaluating and improving accessibility.
- Experience working with Google Analytics.
- Basic knowledge of content management systems and designing for a modularized system.
- Working knowledge of Confluence and JIRA.

To apply please go to <https://padi-worldwide.breezy.hr/p/60320447e98301-senior-ux-designer>

Applicants please note that PADI collects personal information relating to its candidates for employment to manage the recruitment process. The organization is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. To view PADI's CCPA Notice please go to <https://www.padi.com/ccpa-noti...>