



**PADI**

**SEEK ADVENTURE.  
SAVE THE OCEAN.™**

## **DIRECTOR, USER EXPERIENCE DESIGN**

PADI, the global leader in Underwater Exploration, is searching for a full-time **DIRECTOR, USER EXPERIENCE DESIGN**.

PADI offers its employees a unique culture centered upon an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary and outstanding benefits. We are an amazing company searching for amazing people to join our team!

At PADI, we are focused on product design and designing world-class learning experiences. We believe in innovation, simplicity, and elegance.

Our User Experience (UX) Designers deliver delightful user experiences through a combination of talent & validation; they can empathize with a wide spectrum of personas and craft the product experience accordingly. They conceptualize, design, and prototype new features as well as re-imagine and refactor old ones.

Our Learning Experience (LX) Designers build learning programs on a global scale; they transform our programs through technology and expertise in their field. They design, enhance, and maintain our core and specialty learning programs.

Managing both the UX and LX teams, you will have the opportunity to make a big impact on our business, our customers and ocean conservation.

### **Leadership Responsibilities**

- Establish cohesive experiences across all of PADI's products and platforms.
- Formulate and promote a cohesive design process in line with the needs of other groups and champion for the needs of the design team.
- Champion user experience design throughout the company and contribute to making it an essential process for improvement and innovation.
- Partner with the Chief Product & Digital Officer to define the holistic product experience and to ensure deliverables are consistent with the UX design vision.
- Effectively collaborate with executives, managers, product managers, engineers, and researchers to define, conceptualize, and design user-facing products.
- Convincingly present our strategy, roadmap and new products to audiences inside and outside the company.

### **Management Responsibilities**

- Recruit, lead and mentor a team of product/UX designers and learning experience designers; be their navigator, inspiration and driving force.
- Work closely with the Director of Products, the VP of Engineering and the VP of Project Management to constantly optimize our agile software development processes for quality and speed.
- Manage the UX/LX team budget.
- Lead your team's resource allocation working closely with the Chief Product and Digital Officer.

- Lead by example as a hands-on manager, actively leading workshops, research and even creating designs in Figma.

## Other Responsibilities

- Apply design thinking to the end-to-end customer experience.
- Identify key opportunities to improve user experience across the organization and oversee the entire process from inception through delivery.
- Develop, apply, and help oversee design, component, and brand standards across the UX and LX teams by evolving the PADI design system.
- Understand our various customers and cater the product to their needs.
- Seek out and discover valuable learnings and insights that help define and drive opportunities to improve user experiences.
- Translate business goals and requirements into effective digital experiences that help customers.
- Develop, apply, and help oversee user research findings to enable designers to conduct usability validation and A/B testing.
- Work closely with other cross-functional stakeholders such as Product Managers, Program Managers, and Development teams to enable our designers to bring their designs to life.

## What You Will Need To Be Successful:

- 10+ years experience in designing consumer and enterprise products and applications.
- At least 7 years of experience designing user experiences and touchpoints in digital and analog settings.
- At least 3 years leading and managing product designers.
- At least 3 years of experience working with an agile team of product managers, designers, and developers.
- Expertise working with standard design and prototyping tools, especially Figma.
- Experience working within Atlassian JIRA for project management
- Experience with design system frameworks (e.g. Bootstrap) and Brad Frost's Atomic Design methodology.
- Experience with Design Thinking and Lean UX methodologies.
- Experience in data-driven analytics capabilities.
- Experience presenting to and influencing senior management.
- Experience designing and applying quantitative and qualitative user research methods.
- Experience or strong interest in designing cutting edge consumer Learning Experiences.
- Experience or strong interest in gamification principles.
- Bachelor's degree in Design, Visual Communication, Information Sciences, Human-Computer Interaction, or related field. Master's degree in Human-Computer Interaction or related field preferred.

## Pluses

- Being a certified Scuba Diver
- International experience

Founded in 1966, PADI has grown consistently through our 56 years in business, continually raising the bar for the industry we are all so passionate about. We know who we are as a company but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be “The Way the World Learns to Dive”. PADI has certified over 29 million divers during our history, an achievement no other scuba diving agency can claim. We are committed to our purpose to Seek Adventure—Save The Ocean.

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.

If this job sounds interesting to you and you meet these requirements described above, we'd like to get to know you! Submit your resume to [jobs@padi.com](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://www.padi.com)

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