

Director, Experience Design

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Company: Thinkific

Location: Canada

Category: other-general

Are you a passionate design leader, who is motivated to drive impactful user experiences for our Creators? We're looking for a Director, Experience Design to join us at Thinkific. As a Director, Experience Design at Thinkific, you will lead the discovery and delivery of our most impactful Experience Design initiatives. Reporting to the VP, Experience Design & Research (XDR), your leadership will be instrumental in managing resources, optimizing capacity, and fostering growth within our talented team of Experience Designers, ensuring exceptional quality and efficiency in our deliverables. Your goal will be to lead and support our design team, influence our design strategy, and ultimately deliver high-quality experiences for our customers. Here's how you'll accomplish this: Gather business and user insights and apply strategic thinking to influence our long-term vision for how we create and deliver outcomes for our customers. Articulate and communicate a UX strategy, fostering alignment within the XDR team, the wider Research & Development team, and across Thinkific. Work collaboratively to ensure that design efforts are advancing customer goals, and facilitate discussions to enable cohesion and improve experience quality across the customer lifecycle. Establish and maintain Experience Design principles, processes, systems, and standards to build a best-in-class product aligned with our strategy, and actively coach and uphold these standards throughout the product development process. Inspire, develop, and grow a team of UX designers to achieve shared goals while fostering a culture of continuous improvement and ensuring healthy, sustainable team capacity. The person we have in mind likely: Has at least 3-5 years of experience leading high-performing teams at an established product organization. Has managed the capacity and career development of at

least 4 reports, and has a track record of empowering their teams to deliver results quickly and incrementally Is eager to facilitate design thinking processes and rituals across multiple initiatives, fostering a healthy culture of critiqueCan direct design guidelines at scale, including a design system, content strategy, and design principlesHas influenced or led design strategy initiatives resulting in significant business outcomesIs experienced in working with UX researchers in a continuous discovery environmentEmbraces a servant leadership mindset, with the team as their primary focusLoves to learn and grow. They've found (and keep looking for) ways to level up their skills in this field, whether that's through formal education, gaining professional experience, or maybe even building their own business These things would also be nice, but we think you could learn them on the job: Experience running lean experiments and working with qualitative and quantitative data to make quick decisions and iterate toward outcomesExperience in conversion rate optimizationHas worked with Creators or has a passion for the Creator customer The recruitment compensation range for this position is \$175,000 - 217,000 CADDiversity, Equity, Inclusion and Belonging & AccessibilityThis is just our initial idea of who we're looking for! At Thinkific, we know that people have unique career journeys. If your experience is close to what we've described but you feel that you might be missing a few of the requirements, please still apply! We believe in equal opportunity and are committed to diversity, equity, inclusion, and belonging across every facet of our business.We're also committed to providing a comfortable and accessible interview experience for every candidate. If there are any accommodations our team can make throughout our hiring process (big or small), please let us know.

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