Job Title: UI/UX Product Designer

Location: Vadodara | **Department:** Product & Design | **Experience:** 6 - 8 Years

Job Overview

We are looking for a passionate UI/UX Product Designer to lead the creation of intuitive and elegant user experiences and designs in the fenestration (windows & doors) industry.

This role requires a blend of user empathy, product thinking, visual design craft, and collaboration with cross-functional teams to create digital interfaces that simplify complex workflows for our global customers.

You will play a pivotal role in transforming business requirements and user needs into simple, scalable, and visually compelling designs that drive real-world outcomes—enabling manufacturers, fabricators, and dealers to work more efficiently and effectively.

Key Responsibilities

1. End-to-End Product Design Ownership

- Drive the complete product design lifecycle—from discovery and concept to final implementation
- Translate functional and technical requirements into clean UI and delightful UX
- Create wireframes, user flows, high-fidelity mock-ups, and interactive prototypes (Figma)
- Ensure usability, accessibility, and consistency across mobile and web platforms

2. User Research & Experience Insight

- Plan and execute user interviews, field research, and usability studies with key personas (fabricators, dealers, designers)
- Analyze workflows and pain points specific to the fenestration domain
- Translate insights into user journey maps, personas, and actionable problem statements

3. Collaborative Product Development

- Partner closely with Product Managers, Developers, QA, Analysts, and Marketing
- Participate in sprint planning and design reviews to advocate for users while aligning with business goals
- Balance user needs with technical feasibility and business objectives

4. Micro-Interactions & Delightful Experiences

- Design intuitive micro-interactions, transitions, and feedback mechanisms
- Contribute to and evolve our design system, ensuring consistent design language across products
- Focus on "moment of delight" opportunities that enhance the user's emotional experience

5. Design Validation & Continuous Improvement

- Leverage analytics (CleverTap, Google Analytics, Metabase) to measure feature adoption and user behavior
- Use A/B testing, usability tests, and feedback loops to iterate and refine designs

- Identify and propose design-led innovations to improve product usability and business impact

Required Qualifications

Experience & Domain Fit

- 6 – 8 years of hands-on experience in UI/UX/Product Design, preferably in SaaS, manufacturing, or B2C software domains
- Proven track record of designing intuitive, scalable, and visually compelling digital experiences across mobile and web platforms
- Experience working on products that require balancing usability with technical constraints

Design Capabilities

- Strong grasp of UX principles, responsive design, and user-centered methodologies
- Working knowledge of design systems and component libraries
- Mastery of Figma—Auto Layout, Variants, Prototyping, Design Systems
- Solid understanding of interaction design, visual hierarchy, typography, and accessibility
- Experience with user testing, rapid prototyping, and feedback-driven iteration

Research & Product Thinking

- Ability to conduct and apply findings from usability testing, stakeholder interviews, and contextual inquiries
- Experience turning research and analytics into product decisions
- A portfolio demonstrating clear thinking, system-level design, and measurable impact

Collaboration & Soft Skills

- Excellent communication and storytelling skills—able to present ideas clearly to stakeholders at all levels
- Strong problem-solving mindset with a passion for solving real user challenges
- Ability to manage multiple projects simultaneously and deliver high-quality outcomes under tight timelines

Nice to Have (Preferred Skills)

- Experience in the fenestration, or CAD-related software industry
- Familiarity with front-end development (HTML/CSS/JS) or design handoff tools (Zeplin, Storybook)
- Knowledge of accessibility standards (WCAG)
- Understanding of 3D visualization, or parametric design workflows is a bonus

Why Join Us?

You'll be part of a product-led company shaping digital transformation in the window and door industry, working with experienced engineers and domain experts. Here, your designs will impact real businesses, global partners, and future-ready product innovation.