

Senior UX/UI Designer (Ref#057)

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Company: Adilstone Group

Location: Nairobi

Category: computer-and-mathematical

COMPANY OVERVIEW Our mission is to help humans flourish through technology. We are focused on developing innovative mobile apps and online marketplaces that excel in monetizing the Western market, bringing value and growth to both Western and African communities. Our vision is ambitious yet clear: to achieve a Daily Active User (DAU) count of 100 million, signifying our impactful reach and successful engagement across diverse regions. Guided by our core values of curiosity, ownership, action focus, radical honesty, and prioritizing others, we are committed to creating technology solutions that resonate universally. Our approach is dual-faceted – while we aim to thrive in the competitive Western market, our strategies and outcomes are also designed to contribute positively to the African communities. This balanced perspective is central to our operations, ensuring that our technological advancements fosters human flourishing to everyone involved.

ROLE OVERVIEW We are in search of a Senior UI/UX Designer who is a master of minimalist design and thrives in a collaborative environment. This role is perfect for someone who is passionate about creating clear, focused, and aesthetically pleasing user experiences, and who values user needs over personal design preferences. As a Senior UI/UX Designer, you will play a crucial role in shaping the user experience of our products, directly impacting the success of African entrepreneurs in the global market. If you are a collaborative designer with a passion for creating beautiful, functional, and user-friendly designs, we would love to hear from you!

RESPONSIBILITIES Design intuitive and minimalist UI that communicates a clear message or function per page. Develop wireframes, prototypes, and high-fidelity designs using tools like Figma, ensuring simplicity and user engagement. Work

closely with the development team to ensure design fidelity in the final product. Engage in collaborative design processes, valuing team input and user feedback. Continuously refine designs to enhance user experience and interface aesthetics. Align design work with the company's mission to empower African entrepreneurs.

QUALIFICATIONS Minimum 5 years of experience in UI/UX design, with a strong portfolio in minimalist and user-centric design. Proficiency in Figma and other relevant design tools. Exceptional design skills with a focus on simplicity and user engagement. Collaborative mindset, open to feedback and team-oriented design approaches. Excellent communication skills, capable of articulating design concepts and processes. Potential to grow into a leadership role within the design team.

SALARY AND BENEFITS Competitive salary with housing allowance. Phantom equity in a rapidly growing company. Opportunity to work remotely for the first 6 months, with relocation to Nairobi (expenses covered). Participation in bi-quarterly company workshops (travel required).

MISSION, VISION, & VALUES

Mission Our mission is to help humans flourish through technology.

Vision To have a total DAU of 100 million.

Values

- 1. Be Curious** We know that we don't know a lot about our users. So we try to understand their behavior through data and interviews. We know that we don't know a lot about our co-workers. So we try to spend time with them, genuinely interested in who they are, and their personal lives. We know that we don't know how to increase revenue 10x. So we ask questions and try to figure it out. Be Curious. That is what sets apart our employees.
- 2. Be an Owner** We value ownership. We don't micromanage. We work with a sense of responsibility. You are the master of your own work. You are responsible for achieving the results in your work. You don't ask for others to give you work. You find your own work. Whatever you think is beneficial for the company, you do it. You don't focus on completing tasks. You focus on achieving results. You don't complain, but you make things/changes happen.
- 3. Action Focused/Lean/MVP** We value quick action. You don't spend hours planning. You act. You get results. You think very quickly. Then you act again. If you are not acting, you are wasting time. If you think only, you won't get any feedback. You don't need to make a perfect ship. A small wooden log is enough to cross the river. You work with the following steps. Hypothesis → Test/Action → Result/Feedback → Hypothesis. You always think about the quickest path to achieving the result.
- 4. Radical Honesty** We are radically honest to each other. If you have something that is bugging you, you don't keep it to yourself. You approach the other person, and talk about it. Perhaps you were thinking wrong. Perhaps the other person needs to change. If you are not radically honest, you are blocking the full potential of

others and you. Feedback is how we grow. Care for the team and be radically honest. This is how we avoid politics. We don't have room for politics. If you are interested in growing your own influence and not growing the company/team, you are not fit for us. We don't like to beat around the bush. Be straight with kindness. 5. Others First, You Second We put others first. It is your job to make others work easier. You need to google things before asking. Don't disturb others' work flow, unless necessary. Think whether what you have written will be easily understandable for the other person. Revise what you wrote. Include screenshots. Be descriptive and detailed. Look for documents before asking. It's better to use your time than to use others' time. This will make everybody respect each other more. Powered by JazzHR

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