



# Experience Designer

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Boston

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# Overview

**Experience Designer**

Become a Creative at DigitasLBi, a highly caffeinated playground where brilliant minds come together to make bold, award-winning advertising. We use data-driven insights to guide our work, but we also believe in a healthy dose of spirited storytelling as we strive to transform the marketing landscape.

We're looking for an Experience Designer who can create useful, intuitive, user centered designs from project concept through execution. It's not a small or easy task, but it's a fun and rewarding one. If you think you're up for it, read on

You will support team members and provide tactical deliverables to meet project needs. You will help develop concepts and then produce quality site maps, wireframes, prototypes, user flows and annotations with high attention to detail. Your work will be grounded by your participation in research activities such as competitive analyses, heuristic reviews and usability testing.

**Tasks and responsibilities include:**

- Sketch and wireframe digital experiences
- Annotate complex interactions
- Create user flows, sitemaps and other communication artifacts
- Develop simple interactive prototypes
- Communicate and articulate design rationales
- Observe, document and interpret user research
- Partner with other disciplines to ensure high quality work

**Great candidates often have:**

- A four-year degree
- Additional study in HCI, Human Factors or Graphic Design
- 1-3 years experience
- Enough research experience to be dangerous
- A robust portfolio of work across devices and platforms
- Basic understanding of front end development technologies
- A familiarity with common social platforms
- Creative agency experience desired

#### **Got what it takes?**

DigitasLBI is an equal opportunity employer.

#### **About DigitasLBI**

DigitasLBI is a global marketing and technology agency that transforms businesses for the digital age. We help companies of all shapes and sizes decide What's Next ... and then we take them there. Across 40 offices in 25 countries around the world we have more than 6,000 digital experts working to enrich people's lives via our unique blend of strategy, creativity, media and technology.

Our skills and passions span insight, brand building, content creation and distribution, as well as the ability to help brands embrace the creative and technological change that is revolutionizing their businesses. We act as strategic partner to some of the world's most exciting companies across a wide range of industries including FMCG, financial services, publishing, retail, telecoms and travel. There are many things that make DigitasLBI unique but if we had to choose one it would be our ability to connect data with storytelling to help make brands special, shareable and more ultimately valuable wherever, whenever and however people choose to engage with them.

## **About DigitasLBI**

We have 40 offices in 25 countries, each one helping to upend and redefine the landscape of strategy, creativity, media and technology. We're pumped about the accolades we've earned – cue Titanium Lions, Gold Pencils and making LinkedIn's Most InDemand Employer List of 2014 – but what energizes us most is the people we work with, the clients we work for and the never-ending challenge that confronts us: Producing amazing creative, day after day. On top of great values, great people and great clients, we're proud to offer many great perks – things like flex vacation days, tuition reimbursement, gym membership discounts and anniversary gifts for the many

people who've been with us 5, 10, 20 years and more. And while we celebrate those who've stuck by us and shaped us into the creative force that we are today, we're always looking for great new talent help us grow even stronger. If that's you, well, come join us.

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