

Australia Jobs Expertini®

UX Lead

[Apply Now](#)

Company: Brand Collective

Location: Melbourne

Category: other-general

About Brand Collective:

Brand Collective is one of Australia's most prominent apparel, footwear & sport groups, operating our omnichannel offer across 300+ stores with over 3,000 team members, a comprehensive online business and an extensive wholesale network. Our portfolio ranges from iconic heritage to timeless contemporary, from street culture to considered craftsmanship, and from private label to international luxury fashion brands. We bring brands to life!The opportunity:

The UX Lead is responsible for website design and UX optimisation across our portfolio of brands, with a strong focus on the research and analysis of customer engagement trends, testing ideas and useability hypotheses.Key duties and responsibilities:Use Figma and other design tools to create, test, and refine design concepts, wireframes, customer journey maps, workflows, and prototypes.Use reporting and insights tools like Hotjar and GA to identify useability issues and opportunities.Drive A/B & multivariate testing processes to validate (or invalidate) UX ideas and hypotheses.Manage UX and design-related tickets in Jira and present as the key point of contact with internal and external delivery teams for all things design and UX-related.Collaborate with internal and external teams to support new digital initiatives and features.Support business initiatives through the facilitation of design and discovery workshops.Create and manage brand digital style guides and UX patterns for consistent design language.Build and develop UX/UI practices within the group digital team.Research and champion best practice UX.About you:You are passionate about getting to the root of a problem and identifying the 'why'. You're someone who knows how

to use the tools and allow the data to drive your design and decision-making process while balancing the needs and identity of a brand. You can move quickly when the situation calls for it, and you're able to work within a large team that often has equally valid but differing points of view. At least three years experience in a UX/UI role at a digital agency or in a similar retail environment. Excellent knowledge of UX design processes, methodologies, and principles. Proficiency in design tools such as Figma, InVision, Sketch, and Adobe Creative Suite. Experience in customer research, usability testing, and documentation. Knowledge of customer journey maps, user flows, information architecture, wireframing, design patterns and guidelines. Experience in A/B testing and applying findings to future improvements. Ability to manage multiple complex projects simultaneously. Strong communication, presentation, interpersonal, analytical, organisational, and problem-solving skills. Passion for usability and accessibility, with the ability to translate this into your work. Good technical knowledge to understand what is and is not possible. The perks we offer you: Pet friendly workspace - yes, you can bring your dog to work! Generous discounts for you and your family across Brand Collective's stable of brands! That's 50% off Reebok, Superdry, Hush Puppies, Clarks, Elka Collective and many more! Invitations to epic sample sales. Paid parental leave, volunteer leave, purchased leave program (ability to purchase an additional two weeks of leave per year, based on eligibility). Novated Leasing. Reward and recognition program as well as generous service awards. Recruitment referral incentives for permanent positions. Learning and development – we want you to grow and get the most out of your role! Employee Assistance Program with free access to Mental Health Professionals for when times are tough. At Brand Collective our customers come from all walks of life, and so do we! We value diversity and inclusion in all forms, thus hire based on capability and performance. If you feel like your skills align with the role and company culture, apply with your current CV and Cover Letter. For bonus points, tell us why this role excites you in an optional video cover letter. Brand Collective is officially recognised as a Great Place to Work! #J-18808-Ljbffr

[Apply Now](#)

Cross References and Citations:

1. UX LeadTheflexiblejobsJobs Melbourne Theflexiblejobs ↗
2. UX LeadBlockchainjobs Jobs Melbourne Blockchainjobs ↗
3. UX LeadNorwayjobs Jobs Melbourne Norwayjobs ↗
4. UX LeadBuenosairesjobsJobs Melbourne Buenosairesjobs ↗
5. UX LeadSeouljobs Jobs Melbourne Seouljobs ↗
6. UX LeadAfricajobscentralJobs Melbourne Africajobscentral ↗
7. UX LeadEnforcementjobsJobs Melbourne Enforcementjobs ↗
8. UX LeadBeauticianjobsJobs Melbourne Beauticianjobs ↗
9. UX LeadDentistjobs Jobs Melbourne Dentistjobs ↗
10. UX Lead Searchcanadajobs Jobs Melbourne Searchcanadajobs ↗
11. UX Lead MontrealjobsJobs Melbourne Montrealjobs ↗
12. UX Lead Searchukjobs Jobs Melbourne Searchukjobs ↗
13. UX Lead Fresherjobs Jobs Melbourne Fresherjobs ↗
14. UX Lead Cardiologistjobs Jobs Melbourne Cardiologistjobs ↗
15. UX Lead Courtjobs Jobs Melbourne Courtjobs ↗
16. UX Lead MelbournejobsJobs Melbourne Melbournejobs ↗
17. UX Lead Socialnetworkingjobfinder Jobs Melbourne Socialnetworkingjobfinder ↗
18. UX Lead Chemistryjobs Jobs Melbourne Chemistryjobs ↗
19. Ux lead Jobs Melbourne ↗
20. AMP Version of Ux lead ↗
21. Ux lead Melbourne Jobs ↗
22. Ux lead JobsMelbourne ↗
23. Ux lead Job Search ↗
24. Ux lead Search ↗
25. Ux lead Find Jobs ↗

Source<https://au.expertini.com/jobs/job/ux-lead-melbourne-brand-collective-2046-15590/>