

Job Description

Mad*Pow Experience Director

EXPERIENCE DIRECTOR

Mad*Pow is an industry leading experience design agency that understands the value of optimizing a customer's experience. We know that creating effective digital interactions can differentiate our clients from their competition. Whether our client's objectives are conversion, retention, or simply satisfying user needs, we excel in merging the science of human factors with the art of digital design to achieve business results. We call it research inspired design and we do it every day.

We are the firm that industry leaders hire to create concepts for the future of their sites and systems. We work on stimulating projects with big brands such as Intuit, Autodesk, Aetna, ESPN, Google and Fidelity. We are growing and we are energetic as evidenced by being recognized by Inc. Magazine as one of America's top 500 fastest growing companies in 2009. We are based in beautiful and historic Portsmouth, NH and service clients all over the world. We pride ourselves on offering our staff challenging projects and great benefits that include: flex-time, extended company holidays, summer Fridays, health and dental care, profit sharing and a generous retirement account contribution.

We are looking for a user-centered, creative project leader that has the ability to manage our biggest client projects and lead a design team while contributing to the production of creative deliverables.

QUALITIES WE ARE LOOKING FOR:

Communication and Attitude

We are looking for someone who is a great communicator, with both internal team members and clients. We are looking for an open, honest, fun, positive and friendly creative people who thrive on challenging work and a fast paced atmosphere.

Delegation and Production Abilities

We will only make an offer to someone who not only can lead a team and delegate deliverables to project staff, but also someone who can manage and deliver on their own for an entire project with no outside help. This person must be able to write a persona quickly, sketch an interface concept in minutes, and take a messy whiteboard full of interface ideas and digitize it into creative and beautiful deliverables for our clients.

Presentation Skills and Independence

We are looking for a candidate that can present their ideas to clients during workshops and presentations, and someone that can hold their own when on site with a client presenting to C-Level stakeholders for the world's biggest brands. No fear.

Creativity & Analytical Skills



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We are looking for someone who can quickly absorb technical information, analyze it and come up with solid solutions; someone who understands the parameters of a project and then innovates within those boundaries, someone who knows the rules and when to break them.

Flexibility

We are a flexible shop, and we are looking for candidates who also are flexible. You may be able to work from home from time-to-time to create deliverables. Some weeks will require over 40 hours, and when that happens we may compensate with flex time/days off, etc.

Project Management

The ability to organize, raise flags, set expectations with clients and team members is essential.

Travel

In this position you must be willing to travel whether driving to a local workshop or flying to a client location for a few days. We have families too and will always try to work within reasonable scheduling constraints. We do not work on-site for our clients for any extended amount of time, we are not recruiters placing our smartest people away from the mother ship.

AS A MAD*POW EXPERIENCE DIRECTOR YOU WILL BE RESPONSIBLE FOR:

E-Business Strategy

Extract a client's business, technology, brand, marketing, sales and customer service goals and synergize those goals against user needs. You will understand the breadth of touch points that a customer has with a company and design a specific channel experience with that context in mind, while also making observations and recommendations about how those other touch points could better coordinate and be improved to better meet business or user goals. You will have an eye towards the unification and synergy between all digital channel offerings and making observations/recommendations about how those offerings could better coordinate and be improved.

User Research, Analysis, and Persona Development

Use both quantitative and qualitative research methods to understand the mental models and behaviors of the target audience. Conduct competitive analysis and expert reviews. Analyze information gained during user research and write recommendation reports based on research as well as detailed user personas.

Interaction Design, Interface Design, and Information Architecture

Conceptualize ideal user paths/task flows/scenarios. Create high level interface concepts. Design wireframes concepts (Microsoft Visio, Macromedia Fireworks Experience, and prototyping with tools like Axure are a plus). Build the information architecture and navigational system documentation.

Usability Testing



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Create a usability testing and user validation strategy. Conduct or observe usability testing, analyze the results and write a recommendations report.

Consultation/Collaboration

Provide feedback to our other team members during peer reviews or brainstorming sessions, collaborate with our visual designers to create the visual design layer, communicate requirements with client development teams, receive direction from our SVP Experience Design, Chief Experience Officer and Chief Creative Officer and keep lines of communication open with our production and resourcing staff at weekly resource meetings.

Project Management & Account Direction

Manage a project team, project timelines, budgets and delivery of creative ideas for multiple concurrent projects for several clients. Build excellent relationships with clients while employing a partnership attitude (your goals are our goals) with an eye towards consistently improving and growing the relationship. Propose ideas and possible project engagements to the assigned account manager or to the client themselves that may be out of scope of the immediate project, but that could benefit the user and or the company in the long term.

Provide the client with the communications materials and support for presentations to their upper management as long as it does not represent a significant hour overages. Consistently cultivate account growth opportunities via more relationships with different individuals inside the organization, a refined value proposition, which will result in an increase in opportunities for Mad*Pow and projects proposed. Secure additional business into the account, including: finding leads, coordinating with them, participating in pre-engagement activities, managing the sales process, scheduling meetings, writing proposals and change orders, etc.

EXPERIENCE WITH THE FOLLOWING IS A PLUS:

Visual Design and Creative Direction

Copywriting and SEO Best Practices

Social Media Strategy

E-Commerce Experiences

HTML, CSS, Actionscript, Ajax

The Adobe Creative Suite (Fireworks, Photoshop, Illustrator, Dreamweaver, Flash)

Microsoft Visio

Axure

OTHER DEETS

This is a full time position offering a fun and exciting working environment in a rapidly growing company, competitive salary and great benefits.

We will only look at candidates who can commute to Portsmouth, NH.



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REQUIREMENTS FOR CONTACTING US

We are a results-driven firm. We deliver on our client's business goals and we enjoy doing it. This is why we have been so successful, therefore:

Candidates who include salary requirements and an example in their cover letter of how their efforts produced results on a specific project or within an organization, will be given preferential treatment. Also a link to a portfolio or case studies is a must.

Contact us via email at xdirector@madpow.net or visit our website at www.madpow.net.

No recruiters please.

We look forward to hearing from you!

