The Association for Enterprise Opportunity ([AEO](#)) seeks a contract-based UI/UX designer for [myWay to Credit](#). Created by AEO, myWay to Credit is an online platform that matches small business owners seeking loans to community lenders with available services and financial products. We are reinventing "Yes" for business owners when they are declined by their banks by connecting them to resources that can help. Our vision is to provide more business owners with a new path to capital so that they can grow and hire. We aim to be innovative and trustworthy while delivering on our mission to help entrepreneurs from every background and walk of life.

The goal of the myWay to Credit website is to meet the needs of business owners on their way to capital in a way that is encouraging, trustworthy, and user-friendly for all.

Our platform has launched in 2017 with participation from three banks referring their customers: JPMorgan Chase, Woodforest National Bank and Legacy Texas. Now that we have secured a steady stream of customers, we're looking to take the user experience to the next level.

Project Scope: A redesigned end-to-end user experience that draws on best practices and innovative design to increase user completion of our online application form and match experience.

Position Description (Contract-based)
As the UI/UX designer for this project, you'll be responsible for conceptualizing, re-designing, and implementing a new customer application form and the customer experience of selecting matched product providers. You will work closely with the Lead Front-End Developer and Project Manager to produce the final user experience.

The ideal candidate is a designer who has both copywriting and visual design skills with a passion for creating a level playing field through a great user experience for small business owners. You're able to empathize with the needs and behaviors of underserved entrepreneurs and are keen to meet the needs all types of users (from the tech-savvy to the tech-challenged) through design and language. You thrive in a dynamic work environment, value collaboration and are a creative problem-solver.

Responsibilities

- Use a human-centered approach to understand small business customer and internal team member needs through qualitative and quantitative insights to co-design the experiences that we want people to have and deliver a valuable, end-to-end experience.
- Lead redesign of the user experience by developing a deep understanding of the existing user interface (including what's working well and less well), go-forward plans for new features and functions, and recommendations based on your own evaluation as well as team/user feedback
- Conduct a comparative analysis of competitive product offerings to inform design
- Deliver user flows, wireframes, mock-ups and/or prototypes for new user interfaces and interactions to front-end developers, working closely with them to ensure designs are implemented in the best possible way
- Validate solutions through user feedback and usability testing, consolidate findings and iterate feedback into design solutions.
- Create interaction models, user task flows, screen designs, and UI details that promote ease of use and optimize task flows.
- Create custom graphics for the end-to-end UX
- Ensure designs are optimized to be mobile and web responsive
- Ensure that all designs and final products are compliant with all laws and regulations, including WCAG 2.0/American with Disabilities Act

Requirements:

- Understand how to interpret and negotiate technical specifications
- Demonstrated capabilities in UI/UX
- Knowledgeable in HTML/JavaScript/CSS
- Excellent verbal and written communication skills
- Excellent attention to visual details
- Experience with designing form applications, some familiarity with google form design preferred
- Experience with checkout/multi-page form submission design and conversion for both mobile and desktop highly valued

- Experience in supporting user experience design, including user testing application interfaces in order to highlight and resolve potential issues.
- Experience with financial services applications a plus

Desired Start Date: August 1, 2018
Anticipated Project Closing Date: November 16, 2018

To apply, please send to Lily Huang, lhuang@aeoworks.org:
- Cover Letter (optional)
- Resume (website or LinkedIn profile are acceptable)
- Portfolio of Relevant Work: Applicants are highly encouraged to share any projects, workflow or process that resulted in measurably improved interactions and conversions
- Your hourly/contract rates

This is a contract position, with preference for someone who is able to work in our DC offices in person at least once a week. Compensation is competitive, based on experience and scope of work agreed upon.

If you have any questions about the scope of work or the platform, please contact Lily Huang, lhuang@aeoworks.org

It is the policy of AEO and myWay to Credit, LLC. to comply with all federal and state laws concerning the employment of persons with disabilities and to act in accordance with regulations and guidance issued by the Equal Employment Opportunity Commission (EEOC). Furthermore, it is organization policy not to discriminate against qualified individuals with disabilities in regard to application procedures, hiring, advancement, discharge, compensation, training or other terms, conditions and privileges of employment.