



Affinity Africa Finance Limited House Number
C943/3, Off 5th Crescent, Asylum Down
PO Box CT 9208, Cantonments, Accra, Ghana +233
243 664466 | info@affinityghana.com

About Affinity

Founded in 2013, Affinity launched in Ghana in 2015 after acquiring PayFlex Microfinance Company Limited. Affinity focuses on financial inclusion and financial literacy in a region that is underserved and underpenetrated. Ghana's banked rate is 40%, where access to capital is even lower at 8%; this cripples MSMEs (micro, small and medium-sized enterprises) and entrepreneurship.

Affinity prides itself on establishing digital-forward branch-light financial institutions, leveraging fintech and innovative design-lead solutions to improve financial access and affordability. The business intends to make digital banking a successful and valuable part of its distribution strategy showcasing a better standard for banking in Africa. Affinity currently supports the lives of 25,000 individuals and we estimate that our products will impact the lives of up to 400,000 by 2024.

Role

Senior UX Designer, Affinity Labs

Description

You will be a passionate and accountable leader in elegant product design and research led user experience with demonstrated success in owning the design process and delivering solutions. You will provide clear and articulate guidance to the design team, empower them to be critical thinkers and act as a champion for user-focused design. You will have strong experience in leading the design process from conceptualising, to usability testing to iterating and delivering first-class experiences for the products consumers. You will be Accra based and report to the Head of Labs.

Responsibilities

- Lead and deliver user experience strategies for Affinity's products and services aligned to user-research, user-behaviours and business objectives.
- Deliver user-experience design solutions and generate ideas that ensure a high quality of experience, consistency and usability across all digital products and touchpoints.
- Deliver solutions and insights through the execution of design research methods such as, wireframing, prototyping, card sorting, expert reviews and the development of personas and user journeys.
- Clearly deliver problem resolution, recommendation of solutions and alternative courses of action for design issues.
- Manage and deliver design for products and services through the facilitation design sprints and collaborative activities with users and stakeholders.
- Initiate collaboration with users, project teams and stakeholders to understand user experience objectives and contribute to project definition and delivery in an inclusive transparent manner.
- Support and contribute to the ongoing monitoring of products user-experience, pain points and recommend on-going improvements and enhancements.



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- Liaise and influence stakeholders, be a champion for user-centred design and user experience quality outcomes for the Agency when working with external vendors or relationships.
- Strong project management and accountability focus with the ability to grow into a team leader and work collaboratively with the technology team.

Requirements

- 5+ years of experience in product design, experience design, design thinking, human centred design or a relevant discipline.
- Bachelor's degree in Communication/Interactive/Graphic Design, Human-Computer Interaction, Computer Science or Engineering, or any other related field.
- Experience working in Financial Institutions, Fintech's, Telco's or relation sectors highly regarded.
- High level of experience interpreting and translate insights into design solutions.
- Experience producing UX artefacts and methods such as wireframes, prototyping, card sorting, expert reviews and the development of personas and user journeys.
- Demonstrated experience facilitating and delivery of user research and testing to support design discovery and validation.
- Prior experience in front-end technologies like HTML / CSS.
- Photoshop/Figma/Invision/Marvel/AdobeXD experience, focus on user experience.
- Excellent analytical skills with a superb problem-solving attitude.
- A highly collaborative approach to work, with a strong ability to take initiative.

**Applicants should send their CV and portfolio to
anna.robertson@affinitylabsafrica.com**