

Staff Designer, Product Growth

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Company: Apollo

Location: Poland

Category: computer-and-mathematical

Your Role

& Mission

As a **Staff Product Designer**, your mission extends beyond traditional design; it's about fueling our platform's growth through strategic, data-informed design decisions. You will play a pivotal role in shaping the future of Apollo, utilizing your expertise to not only craft compelling product experiences but also to drive key growth and activation. Design, and Engineering teams are structured as Squads focused on several product core features. **You will be on the Activation squad** alongside one Group Product Manager and one Engineer Director. You will also regularly collaborate with designers or design leaders from other groups to share learnings and ensure a cohesive user experience. **Daily Adventures &**

Responsibilities

Collaborate closely with Product Managers and Engineers within your squad, focusing on leveraging design to enhance user activation, engagement, and retention.

Utilize a data-driven approach to inform design decisions, incorporating A/B testing, user research, and analytics to understand impact on growth metrics.

Spearhead initiatives to optimize our first time user experience, aiming to improve conversion rates and enhance overall user satisfaction.

Providing planning guidance to your team.

Working with Engineers on your squad to understand constraints, handoff designs, and run

design QA.

Collaborating with your squad during Weekly Sprint planning & Daily Standups to ensure that we build the best experience.

Collaborating with other Designers to provide feedback, share + learn best practices & maintain a cohesive experience in the product.

Using & building upon our design system to update portions of your surface.

Collaborating with your squad to identify the highest impact areas to work on, develop hypotheses, test, and iterate.

Skills & Competencies

8+ years of experience in product design, with a significant focus on Growth design strategies in web-based products.

A strong portfolio demonstrating expertise in designing for growth, showcasing successful experiments that have led to increased user engagement and conversion.

You're a self-starter who thrives in a fast-paced environment, working on multiple projects simultaneously.

You have experience creating and maintaining components across multiple product surfaces in Figma.

You are a voracious learner, constantly trying to learn how to improve customer experience and drive core metrics. Continuously learns new industry standards, staying up to date with how to get the most out of modern design tools, including Figma.

You are passionate about typography and copywriting and know how to write a simple, compelling microcopy to support your UI design.

You're experimentation-oriented – You can conduct user interviews, analyze the results of interviews, form hypotheses, test hypotheses with users via prototypes or product experimentation, and iterate.

No big ego – we can uphold excellent rhythms within our Product Management, Engineering & Design squads because each member has respect for each other and has a

shared understanding of the goals, vision, and principles that Apollo operates on.

You're highly interested in user-centric design – we like to push each other to stay at the cutting edge of our field

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