saalt

UI/UX Designer

UI/UX Designer - FT

Who we are:
Saalt empowers people to care for their periods in a healthy and sustainable way. We do this by creating high-performance products and stigma-breaking branding that engage customers and communities, pioneering the way to bring sustainable, clean period care to the mainstream consumer. Saalt invests in communities across the globe through our give-back mission—we donate 2% or revenues to fund initiatives in menstrual health, education, and sustainability.

Saalt is a leader in reusable period care working on building a full suite of products that provide reusable and sustainable solutions to managing menstrual cycles. We have developed a reputation for making the best reusable period care on the planet. We are one of the fastest growing brands in the period care and indie beauty category.

As a certified B Corp, we strive to be the change we seek in the world, conduct business knowing that people and planet matter and aspire to use business as a force for good to benefit all. We create modern reusable period care without the toxins, the chemicals, and the wrappers you throw away every month. We commit to do more with less, make deliberate choices about our bodies, and believe everyone should know what their cervix is.

Our growing team based in beautiful Boise, Idaho. www.saaltco.com

The Challenge:
Saalt is looking for a UI/UX Designer to enhance our website user experience, maximize the checkout process, and streamline our email campaign development. As part of the Saalt Marketing team, this position will play a primary role in implementing weekly website changes and work hand in hand with the sales team to proactively create functional and visually appealing features that address customer needs and help grow our customer base.

If you enjoy working in a fast-paced environment, like problem-solving and creating meaningful physical products that can change people's lives, this job is for you. Saalt supports a healthy work/life balance. Great benefits including health dental, vision, hearing, life.

What you'll do:

- Create interactive programs to enhance the user experience on our website
- Illustrate design ideas using storyboards, process flows and sitemaps to present to management
- Design graphic user interface elements, like menus, tabs and widgets
- Build page navigation buttons and search fields
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like
- Create original graphic designs (e.g. images, sketches and tables)
- Improve the visual aesthetic of our web presence to ensure a top tier shopping experience

- Design visual assets to be implemented within the website layout and site map
- Optimize images for mobile/desktop/tablet
- Create email design templates and implement through MailChimp and supplemental platforms
- Implement visual interface design and build unique landing pages for different campaigns
- Conduct A/B tests for landing page designs to optimize website conversion
- Research, design and then facilitate build of website widgets to optimize conversion
- Identify and troubleshoot UX problems (e.g. responsiveness)
- Conduct layout adjustments based on user feedback
- Adhere to style standards on fonts, colors and images

What you'll need to succeed:
Experience and Competencies:
- Relentless drive for results
- Managing and measuring work
- Problem Solving
- Learning on the fly
- Process Management
- Working with others
- Dealing with Ambiguity/Change
- Analytical

Technical:
- Proven work experience as a UI/UX Designer or similar role
- BS in Design, Computer Science or relevant field
- Basic HTML and javascript knowledge to make actionable changes quickly
- Prefer previous experience using Shopify plus and Shogun
- Ability to manipulate Shopify design themes, and stylize Shopify apps
- Portfolio of design projects
- Up-to-date knowledge of design software like Adobe Illustrator and Photoshop
- Knowledge of wireframe tools (e.g. Wireframe.cc and InVision)
- SEO/SEM experience preferred
- Strong analytical and critical thinking skills
- Monitors own work and able to develop new skills and methods for improvement
- G-Suite tools
- Slack
- Presentation tools

At Saalt, we immerse our team in an exceptional work environment with opportunities to learn and grow. You will be surrounded by colleagues who are committed to ensuring your success. If you're looking to make an impact on the world, Saalt is the place for you.