

# UX & Wireframe Graphics Designer | eCommerce Fitness Company

## WHAT WE DO

We are ATLETICA a German company specializing in home gym fitness.

We are one of the top three fitness companies in Germany and have been nominated as "Webshop of the Year" for the second time and "Employer of the Future" by the German government.

## OUR MISSION

"Moving a Nation". We believe that health is one of the most neglected goods of mankind.

In 100 years, people will look back at us and wonder why we didn't invest an hour a day to maintain the one thing we can not buy: our health.

## OUR GOAL

Provide fitness equipment to motivate people to workout 1h a day.

## OUR CUSTOMERS

Young, dynamic and confident that they don't need a gym to train efficiently.

## OUR OFFICE in MK

Our graphics office in Makedonia is in the Kisela Voda district in Skopje.

Our team consists of 7 people, covering a broad range of graphics and multimedia tasks.

We are operating our photo studio, which allows us to tap into a vast pool of multimedia possibilities.

## THE POSITION

As we expand and evolve, so too does our need for the UX of our page.

Your main responsibility will be to create UX website design, inner pages, and wireframing for mobile and desktop for our [www.atletica.de](http://www.atletica.de) webpage.

The responsibilities are broken down into 3 main areas:

### 1. Wireframing

Create wireframes that outline the basic structure and layout of a digital product.

Make sure our customers experience best-in-class UX.

### 2. User Flow Diagrams

Develop user flow diagrams to illustrate the paths a user may take through the product or website.

Ensure that user interactions are intuitive and align with the overall user experience goals.

### 3. Prototyping

Build interactive prototypes to demonstrate the functionality and flow of the product.

Participate in iterative design processes, incorporating feedback and making necessary adjustments to the wireframes.

### 4. Collaborate with developers to convert into code

The final step is to work closely with the developers to convert your UX to code and bring it online.

## YOUR PROFILE

You have at least 5 years of professional experience in UX or graphics design, preferably in a well-known design studio.

Be proficient in using wireframing tools such as Figma, Adobe XD or other relevant software.

Strong understanding of user-centricity and usability principles.

You have successfully collaborated with website developers (frontend and backend) to convert your ideas into tangible results.

## **YOUR PERSONALITY**

You have an independent, creative, at the same time systematic way of working.

Your get-things-done mindset and intercultural skills characterize you.

You have a high sense of ownership, think out of the box

You are characterized by your passion for understanding complex systems, create a mock-up test it and iterate over it solve customer's problem.

You speak fluent English.

## **OUR CULTURE**

We have an unusual employee culture.

We believe in self-discipline, self-organization, self-learning and responsibility.

We work as a team and follow a strict "no ego" and "no asshole" policy.

## **CONTRACT AND SALARY**

Let us know your salary expectations.

You will receive a Macedonian employment contract with full-paid benefits and social security.

At the end of the year there will be a bonus based on the company's sales performance, which will be negotiated individually depending on your qualifications, motivation, and commitment.

## **HOW TO APPLY**

Please answer the short questionnaire below.

Please send us your CV in English.

Show us concrete examples (portfolio or webpage) of your previous work.

## **Questions**

1. Where did you gain the most practical experience?
2. Show us the work that you are most proud of.
3. Everyone has strong points, which is yours?
4. What is important to you at work?
5. What is your expected salary?