

UI/UX Lead Designer Job duties

Role Objective

To lead the entire creative process – from ideation to final design handoff – ensuring every design delivered by Nebs-Creative meets international UI/UX standards and perfectly aligns with the client's vision.

Detailed Job Duties

- Lead discovery meetings with clients to understand brand goals, target users, and usability requirements.
- Oversee all design projects – websites, dashboards, mobile apps, and SaaS interfaces.
- Create and maintain design systems, component libraries, and style guides for internal and client projects.
- Review and approve all UI/UX designs before handoff to the Nebs-Dev team for development.
- Guide and mentor junior designers, ensuring proper hierarchy, layout balance, typography, and visual consistency.
- Conduct competitive UI/UX audits and user behavior analysis to improve interface usability.
- Collaborate with Project Manager for timeline and resource planning.
- Ensure all project outputs align with Nebs-Creative's internal quality standards.
- Coordinate with Nebs-Connect to ensure brand identity and social visuals are cohesive.
- Continuously explore new design trends, technologies, and best practices to keep the team updated.

Collaboration

- Works with Project Manager, Developers (Nebs-Dev), and Brand Manager (Nebs-Connect).
- Reports to the Head of Growth.

KPIs

- Client approval rate on first draft
- Design delivery timeliness
- Quality and originality score (internal review)
- Consistency across projects
- Team productivity & mentorship impact