



LEAD UX DESIGNER

Are you an excellent designer and continues thinking about user interaction?
Then we are looking for you.

Introducing us

We are a start-up and a community platform for street athletes and artists – also known as urban sports & culture – around the world. These urban sports and cultures, such as freerunning, are becoming increasingly popular, partly because skateboarding, breakdance, BMX, surfing and others have been added to the Olympics. In recent years, this has also awakened brands and (local) governments.

[CityLegends](#) offers a digital world for urban athletes where they can find the best spots, events, peers and challenge others to climb the ranks and leave a legacy. When, with whom and where they want to. CityLegends is also more than 'just an app'. We also offer brands and governments creative activation campaigns to connect their city or brand more strongly to our community. Together with our partners, we work towards our goal: to become the most engaged urban community worldwide.

Working at CityLegends gives you the opportunity to greatly expand your network and work together with our partners [LUMO Labs](#) (international start-up programme) and the international agency [imec.starts](#) (supports innovative EU companies). You will be building the growth of CityLegends with a fanatical team, founders, and advisors. Are you ready to conquer the world?

'We're never done'

What are you going to do?

We are looking for someone who knows all the ins and outs about design, user interfaces and interaction design. Together with the team and a designer at your side, you will create customer journeys, finetune them and turn them into designs with a high level of user experience. We are looking for someone who can turn our knowledge and experience of the past year into an even better app that stands out globally within the urban sports & culture domain. In addition, you will also think along strategically about how CityLegends can be more strongly linked to other social platforms for strong interaction and user retention. Are you ready for the job?

You are

Research-minded and want to know everything about the target audience. You deep dive into the needs of the target group, the customer journeys within the app and beyond. You base the research on data with a mix of qualitative input such as from interviews, group sessions and determine the impact and development complexity. Ultimately, you define the roadmap together with the Head of Product, the team, and all kinds of factors. In addition, you can lead the UX-team, share your opinion and you're not allergic to chat and party once in a while ;-).

What we expect:

- UX expert with necessary creativity and strategic viewpoint. You have an eye for detail, without losing sight of the big picture.
- 3+ experience in the UX world of mobile apps
- Experience with Adobe (Photoshop, Illustrator) and Figma or similar tools
- Experience with user research and user testing
- Experience analyzing user behavior based on data with tools such as Google Analytics
- Strategically determine which feature is the 'next-step', looking at user input, development complexity and impact.
- Team player who also knows how to lead a team
- Bonus: Experience in gamification and retention is an advantage
- Bonus: B2C platform start-up experience

What do we offer?

We offer the chance to work in a dynamic environment with global potential. You will be part of a close-knit urban team with a strong drive to make an impact.

- Fulltime availability;
- Working on the most legendary target group, urban sports & culture;
- Great projects with big cities and multinational brands;
- Great growth opportunities - sky is the limit;
- Confidence to fill in your own work and make your own planning;
- Market conform rate;
- Up to 3 homework days. You'll be expected 2 days at urban hotspot Area51 and at High Tech Campus (both Eindhoven).

Further, we're always curious to needs you might have. We would love to know and discuss them.

Are you the designer we are looking for?

Are you interested? Then send your CV and a short motivation to our UX-Designer, Sander Ubachs (sander@citylegends.nl) and Jimmy Hermans, co-founder CityLegends (Jimmy@citylegends.nl)

