



About the Role

Summary

Title	Senior Product Designer
Team	Betashares Direct
Manager	Product Design Director
Position Type	Full time, Permanent
Location	Sydney or Melbourne

About the Role

Betashares Direct, our new investing and wealth creation platform is now live. Created specifically for self-directed retail investors the experience has been carefully developed with effortless investing and a premium user experience in mind.

As Senior Product Designer of Betashares Direct, you play a vital role in delivering a world class user experience of our native mobile apps that customers engage with to build wealth. This position offers a unique and exciting opportunity to drive innovation, craft intuitive designs, and contribute significantly to the success of the business.

Leveraging your expertise and past successes, you'll work collaboratively with our Growth and Research colleagues to transform our customer feedback into action across our native apps.

Leading design for the mobile squad, you'll have the opportunity to prioritise and enhance the overall user experience, boost engagement, and help bring our ambitious plans to life. You'll champion collaboration and work with mobile developers, amongst others, to deliver the best outcome based on our customer research.

This is a fantastic opportunity to join a team that thrives on innovation and creativity. If you are passionate about creating exceptional user experiences and have a keen interest in investing, we invite you to be a part of our journey.

About Us

Betashares was founded in 2009 and launched with the vision to create intelligent and accessible investment solutions for Australian investors. Over the past decade our dedication to helping Australian investors achieve their financial goals has seen Betashares grow from 'challenger' to market leader, driving disruption and innovation in the exchange traded funds (ETFs) industry.

Betashares offers the broadest range of exchange traded funds on the ASX and is trusted by over a million investors. As of November 2023, Betashares manages over \$30 billion in assets.

We currently have offices in Sydney, Melbourne, Brisbane, Perth and New Zealand and a growing team of over 135 people.

Our Values

As our business continues to grow, we're committed to creating a workplace that gives us all the best opportunity to succeed, and that is enjoyable to be a part of.

We prize ambition and drive, but equally we value honesty and humility.

We support each other, and we respect our clients and our competitors. Innovation is in our DNA, and we are always looking for better ways to do things and are willing to take measured risks and learn from our mistakes along the way.

What we offer

Betashares believes our most important asset is our people and we are proud of the culture we have built – but we are always striving to be better. We want every Betashares employee to be doing their best work and developing their careers.

In addition to a competitive salary, we also offer:

- Staff career development and training allowance.
- Access to a health and wellbeing platform with physical, mental, social and financial support programs available.
- Volunteering days off, so you can contribute to a cause that matters to you.
- Newly renovated CBD offices with fully stocked kitchen, team breakfasts and catered lunches on a regular basis.
- Fun and inclusive social events.

This role is a fantastic opportunity for someone looking to further their career in a growing and dynamic business.

Role Responsibilities

Hands-on Delivery

Leading design in the mobile squad, you will deliver an interactive and engaging mobile experience to help Australians build long-term wealth on Betashares Direct. Foster close collaborations with product leads and mobile developers, emphasizing constant communication and cooperation between designers and engineers. Iterate on product design within a unified design system, ensuring alignment with the desired customer outcomes.

Stakeholder Engagement

Collaborate closely with key internal experts to gather valuable insights and feedback. Cultivate and maintain relationships with these stakeholders, actively contributing to your education in financial services.

Design Innovation and Iteration

Collaborate with the Growth and Research leads to increase activation, retention, and engagement and continuously improve existing features. Work closely with squad leads to instill a culture of building a world-class mobile product.

Design System Maintenance

Act as the custodian of our design system, the Figma source of truth, and design processes. Ensure consistency and scalability by maintaining and evolving the design system to meet the needs of the evolving product landscape.

Key skills and experience

End-to-end product design

Demonstrated experience in all phases of product design, with a strong emphasis on delivering user-centric solutions.

UX/UI expertise

Proficiency in crafting user experiences through wireframes, user flows, and intuitive UI designs. Proven ability to produce high-quality, design deliverable, and proficient in creating interactive prototypes to convey design concepts and interactions effectively.

Stakeholder management

Proficient in articulating complex design concepts and ideas in a clear, concise manner. Ability to actively listen, address concerns, and incorporate valuable feedback, fostering strong collaborative relationships with senior stakeholders.

A passion to help customers build wealth

A strong interest in investment is a minimum requirement, with prior knowledge and experience in the investment domain being highly preferred.

Ready to make an impact? If you have full working rights in Australia, please submit your CV to careers@Betashares.com.au. Your interest will be treated in strict confidence.