

# Join Our Team

At Velir, we take the concept of team seriously. We believe in checking our egos at the door, embracing new ideas, and working together to achieve impact - ultimately cultivating the type of environment that we're excited to show up to every day. If you are passionate about all things digital, making a difference, and being surrounded by smart, talented people, then you have found the place to build your career.



MENU

## Experience Strategist

US | US-MA-Boston

**Job ID** 2022-1330    **# of Openings** 1    **Category** Strategy

### Overview

We're looking for a strategic thinker and leader who champions human-centered design and can confidently provide strategic vision and direction to a collaborative, multidisciplinary team during our upfront, undefined phases of experience design.

The Experience Strategist thinks about how the digital experience can transform a client's business proposition and what role that experience should play for the brand. This includes ensuring that both internal and client teams remain user-focused and that the experience we create aligns with the strategic goals of the business.

The Experience Strategist provides clarity of purpose to clients and experience design by working with key

stakeholders to understand their objectives, researching current barriers and challenges, and recommending solutions that tie back to larger marketing objectives. This individual will work with the client and project team to identify success criteria and key performance indicators and reflect on these indicators after a project has launched.

The Experience Strategist is expected to stay up to date on web industry best practices and emerging trends to better steer clients toward solutions that match their business goals. Website analytics and primary audience research (both quantitative and qualitative) are key tools of the strategist, as recommendations are driven by data whenever possible.

This individual will work closely with UX Designers, Visual Designers, Content Strategists, Business Systems Analysts, Digital Marketing and SEO Analysts, and Client Services. Both internal and client teams will look to the Senior Experience Strategist for consultation and leadership across phases of the design process (for current and future projects).

## Responsibilities

- Identifying opportunities among current client challenges, developing and communicating the experience strategy in a way that is easy to grasp for project and client teams (including an executive stakeholder audience).
- Facilitating workshops and leading collaborative client discussions that result in ideation and an understanding of client pain points, experience goals, and audiences.
- Translating high-level experience objectives into tangible, meaningful, and useful solutions that can be refined and executed on in design and development.
- Bringing ideas and insights to life using strategic frameworks and common design artifacts such as audience journey maps, personas and/or behavior models.
- Conduct stakeholder/audience research to uncover new insights and opportunities, understand current business, brand, and audience-specific needs, and test potential design solutions.

## Skills & Qualifications

- 4+ years in experience strategy or related consultative field, such as business strategy, user experience, design thinking, user research; Agency experience preferred
- Experience facilitating workshops and collaborative client discussions
- Experience managing, conducting, and synthesizing qualitative and/or quantitative research (stakeholder and end-user interviews, surveys, etc.)
- Ability to manage multiple projects independently in a fast-paced, deadline-driven environment
- Proven ability to build consensus and work effectively within multidisciplinary and cross-departmental teams

- Ability to solve complex problems in an ambiguous environment
- Excellent communication skills, written & verbal
- Comfortable being client facing and consultative in nature
- Comfortable presenting to large groups, including executive client stakeholders

### Physical Requirements

- Frequent sitting at a desk performing work on a computer
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

## Core Company Values

Velir is an established mid-sized agency with a top-tier portfolio of clients, ranging from the world's largest non-profits to Fortune 500 brands. We pride ourselves on our people-first culture and a low-ego workplace that embraces experimentation, collaboration and continuous improvement. Velir offers flexible work locations, competitive compensation, and excellent benefit packages.

- Take the Long View - Ensure the company is built to last
- Be Courageous - Make the right decisions even when they aren't the easiest decisions
- Be Genuine - Bring honesty and authenticity to all that you do
- Work with Focus + Passion - Display purpose and pride in your work and never stop learning

*At this time, Velir does not sponsor candidates and unfortunately cannot accept those on OPT or CPT.*

### Options

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