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Position: Product Designer

About Planswell

Planswell uses patent-pending technology to create the most intelligent financial plans in the world, absolutely free. We enable people from all walks of life to align their investments, insurance and borrowing with their personal goals. To date, we have built over 100,000 financial plans for Canadians across the country and raised over $13.8 million in funding. Most recently, Planswell was named one of LinkedIn's Top Canadian Startups.

We are looking for a **Product Designer** to join us on our mission!

Our Ideal Candidate Profile:

You have built a career designing beautiful experiences and interfaces for complex software products - not everyone can do this stuff, and you believe you're one of the best.

Unstructured environments and steep learning curves don't intimate you; they motivate you and push you to work smarter. You want to work in an environment where you can do your work, do it well, and help define the impact. It's more than making things beautiful, you are passionate about bettering lives through your work, and want your designs to be recognized and appreciated by people around the world.

What You'll Do:

- Drive the evolution of the product experience for Planswell's entire product suite across multiple devices, with the ultimate goal of 10x our conversion metrics
- Work as part of an end-to-end product and development team to translate complex user needs into intuitive experiences
- Provide design direction to internal stakeholders, define design standards and processes
- Gather data from users through interviews and usability tests, create and validate hypotheses regarding product design solutions, and rapidly deliver product features and iterations that our users will love
- Ensure modifications to existing features are designed and implemented in a manner that is consistent with the brand
- Provide mentorship to teammates, and help level-up the entire organization on their design thinking

Who You Are:

- **You have a track record of success** in product design with a focus on B2C products (experience working in the financial services/fintech industry is a huge bonus)
- **You are user-focused;** a deep passion for user experience and improving lives through technology is at the center of your work. You use a user-centered design process which includes research, ideation, iteration and validation
- **You have a beautiful portfolio of work** that demonstrates your understanding of design and product thinking
- **You are a strong communicator**, with the ability to present thoughtful rationales for design decisions

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- **You are proficient with design tools** such as Sketch and InVision (working knowledge of front-end languages such as HTML, CSS, and React is a bonus)
- **You are a person of integrity**; trust, sincerity and ethical decision-making are at the core of who we are. This is important to you and you model these values in your interactions with teammates and stakeholders

Why Planswell:
- Scale with a rapidly growing organization, with tons of career building opportunities
- Opportunity to join our awesome mission and change the financial services industry for the better
- Competitive salary and compensation structure, including options
- Beautiful, open-concept working environment conveniently situated in downtown Toronto
- A team of 50+ smart collaborators and an open mind for new ideas

How to apply:
Please send your resumé and recent examples of your work to careers@planswell.com with subject line **"Product Designer - {YOUR NAME}"**. As well, please take the Predictive Index assessment at https://assess.predictiveindex.com/LGZeG.