



Job Title: Lead Designer

Reporting to: Chief Operating Officer

Location: Remote

Overview

Zero To Mastery is looking for someone to join us and become our very first designer. We need someone to be our creative voice and help us create and establish a consistent brand identity across everything we do.

You'll work on every single part of our website, marketing and product alongside our incredible (not biased at all) team of Andrei, McKenzie, Matt & Yihua.

There are 300,000 students worldwide who have taken or graduated from Zero To Mastery courses, many of whom are now working at leading companies like Google, Apple, Tesla and many more. Only five months ago we launched our very own subscription based online coding academy and already have over 1,000 paying students.

We're ready to take Zero To Mastery and our academy to the next level. We have ambitious plans for 2021 and beyond and we need an experienced designer that can help us shape this evolution.

The Role

We're looking for someone with a strong visual design background that is able to create the perfect balance between simplicity, beauty, function as a means of achieving our business goals. You'll have the opportunity and responsibility to own and guide all aspects of design for Zero To Mastery.

Maybe you have a design degree. Maybe you don't. We care about what you can do and how you do it, not about how you got here. A strong track record and a beautiful portfolio of work speaks volumes.

We're a 100% remote company. This is a remote job. You're able to work wherever you work best, anywhere in the world: home office, co-working space, coffee shops.

Managers of One excel at ZTM. We don't measure our success based on hours worked but in the quality of the work we do and the number of lives we transform. Our team consists of proud generalists and lifelong learners. We're quick to trust. We see things through. We're problem solvers. We support each other and we try not to take ourselves too seriously.

We love people who take initiative and who are constantly pushing the boundaries of what it means to do their best work.



Here's what we need your help with (so far!):

- Manage and execute across the entire design cycle. From turning user insights into user flows, then sketches, then testable prototypes all the way through to high-fidelity UI and collaborating with engineering for implementation, testing and iteration
- Create a style guide and design system. Implement a consistent responsive layout, typography, colors, standard UI elements, components, etc.
- Collaborate with marketing/growth to design high-converting digital marketing assets
- Establish and maintain a deep understanding of our students and the education industry to form and test hypotheses about how we can continue to provide a world-class experience to better inspire, teach and motivate our students and help them achieve their goals

Your colleagues/clients would describe you with these statements:

- A deep passion for visual design and a love for simplicity, beauty and balance
- Sweats every single detail
- A love for human behaviour. From user testing to seeing A/B test results to watching user interviews, you're fascinated with people and what motivates them
- Brings customer empathy to every stage of every project while keeping in mind the goals of the business and the more nuanced motivations and tendencies discovered through research, data and best practices
- Strong communicator and collaborator, great at getting coworkers and contractors to share their perspectives through thoughtful dialogue. You're able to frame feedback in ways that drive understanding and inspires action
- Has a special ability to reduce complex problems and high-level ideas down to the right combination of simplicity and functionality
- Understands the technical limitations and the trade-offs behind your design decisions
- Self-starter who actively seeks ways to improve the experience for customers. Your default is to figure out how to solve a problem, not why it can't be done
- Takes pride in every single piece of work, with or without accolades from others
- Cares about your coworkers and want to make their lives better

Requirements:

- 3+ years of product design experience
- A portfolio that demonstrates user-centric, beautiful, and strategic creative solutions, responsive web visual design and pixel-perfect attention to detail
- Expertise in design software such as Sketch, Figma and/or Invision
- Experience working in cross-functional teams (w/Engineering, Product and Marketing teams)



- Comfortable working both autonomously, leading a project from start to finish, as well as working collaboratively within a multidisciplinary team
- Great communication skills
- Authentically curious, you love learning and improving yourself
- Integrity is fundamentally important to you
- A desire to do and achieve big things!

If you're still with us and interested:

Send an email to mckenzie@zerotomastery.io with the subject line: Your Future Designer. Within the email, tell us one thing about design that is crystal clear to you but isn't to many others. Please also attach your resume and include a link to your portfolio.

We strongly encourage candidates of all different backgrounds to apply. ZTM is committed to building an inclusive, supportive place for you to do the best and most rewarding work of your career. We are an equal opportunity employer and are committed to building a company that embraces and celebrates diversity and inclusion.

About Zero To Mastery

Education is at a turning point and we want to be at the forefront of this change. We're building a proudly profitable business that makes world-class education affordable and fun. We're in it for the long haul. If you're looking for VC backed, spend tons of money, hire lots of people, get rich quick, we're not the place for you.

We're doing something big. We're building a company that has a real impact and you'll be getting in early enough to play an integral part in our success. This isn't just a pipe dream either. Over 300,000 students have taken our courses, thousands of which have been hired at companies like Google, Amazon and Tesla. And we're just getting started.

You'll be surrounded and supported by amazing teammates who are light on ego, high on curiosity, and love to win.