



# Senior Product Designer & Design Generalist

Full-Time (Nashville, TN or Remote)

## Company Overview:

Founded by nonprofit and technology veterans in 2019, Generous is a Nashville, TN startup who has built a powerful donations engine that facilitates the collection of nonprofit donations from generous people online anywhere. Support the causes you care most about when you're streaming your favorite concert, buying a gift for a wedding, or making an everyday purchase. We are making it easier for people to be Generous!

## Our Mission:

To be the most trusted company offering a simplified solution to donate anywhere online.

## Opportunity:

To play a key role in designing new product offerings that streamline donations. Work with an innovative team, owning the design process from concept to launch, aiding in the overall company strategy and direction. You should thrive in a fast-paced environment and find purpose in your work from having a measurable positive impact on society.

## Product Designer Responsibilities:

- Lead the product design process from ideation to launch, including UX Research, user interviews, creation of user flows, and high fidelity prototypes
- Lead the design for partnerships and marketing campaigns, pitches, and initiatives via pitch decks, user product demos, concept mocks, and final designs
- Collaborate with product management to launch products that are quality user experiences and impactful to our business
- Present user flows and designs to team stakeholders
- Work with product managers and engineers to ensure scalability and feasibility of designs, and to understand system structures and technical parameters
- Create sketches, prototypes, and high-fidelity designs to visualize and communicate your ideas
- Work with engineering to ensure quality of final product
- Run user testing sessions and utilize analytics to monitor and optimize user experience and conversion rates
- Contribute to and improve Generous's design system
- Organize and run design thinking sessions with the team

## Design Generalist Responsibilities:

- Create sales and marketing collateral on an as-needed basis
- Update, improve, and create marketing pages on Generous's website
- Develop slide decks to support sales calls and fundraising efforts
- Work with communications team to design and create email templates



**Qualifications:**

- 5+ years of experience in product design
- B.A. in design, product, advertising, or related field
- Proficiency in Sketch and Invision or equivalent tools
- Strong written & verbal communication and presentation skills
- Strong expertise in developing modern web and mobile experiences
- Portfolio that demonstrates ability to solve complex problems with a user-centric approach
- Ability to manage and work on multiple projects concurrently
- Experience applying research, usability tests, and metrics to inform design decisions
- Experience determining client requirements and designs dashboards and reporting on the efficacy of customer journeys including summary dashboards for corporate reporting, partner metrics, and customer drilldown reporting.

**Compensation:**

Generous has a competitive compensation plan that includes:

- A competitive annual salary that factors in location and experience
- Medical, Dental, and Vision, HSA, Employee Assistance Program
- 401(k)
- Unlimited PTO
- Remote work and flex office option

**Perks:**

- Have a measurable, positive impact on society
- Work with a team of passionate professionals
- Bi-Yearly company retreats and volunteer activities

Generous believes an equitable and inclusive work environment and a diverse, empowered team are key to achieving our mission. Generous provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity or expression, veteran status, or genetics. **Generous is building a culturally diverse team committed to working in a multicultural environment where differences are valued and respected.** Women, minorities, individuals with disabilities, veterans, and intersectional individuals are encouraged to apply.

**Please send resume and cover letter to:**

[Careers@joingenerous.com](mailto:Careers@joingenerous.com)