

**Sentrana** is looking for someone who thinks strategically about brands and can invent, drive, and inspire great visual and interaction design to influence the course of our enterprise platform and B2C web and mobile applications. You'll be working with the world's best developers, visual and interaction designers, quantitative modelers, and solution architects, all dedicated to the development of our core intellectual property: quantitative tools for demand forecasting, micro-marketing, decision support and all manner of business needs. You need to be somebody that loves software, thinks deeply about brands, is hands-on with technology, focuses on the customer, and absolutely exudes a passion for great design. You will be responsible for directly contributing to the rapidly evolving science and technology of quantitative marketing and fact-based decision making. Join us in the quest to make software that delivers powerful business intelligence to some of the world's most recognizable companies – companies that have come to rely on our insight to dramatically improve their performance and competitiveness.

**Responsibilities Include:**

- \* Design, refine, document and deliver world-class interaction and visual design for Sentrana desktop, web and mobile applications.
- \* Participate in all aspects of the development process including: discovery, analysis, wire framing and story boarding, and implementation.
- \* Effectively balance long-term strategic issues around branding, visual identity, and interaction design with day-to-day tactical issues. Fluidly move from providing strategic direction to hands-on, 'in the tools' design.
- \* Collaborate across multiple disciplines: creative/marketing, solutions architecture, quantitative modeling, software engineering and even with our Fortune 100 clientele.
- \* Understand and evangelize user centered design and product development processes.
- \* Participate in our innovation workshops and group brainstorming to generate design concepts. Translate design comps into standards-based XHTML and CSS code and custom application widgets.
- \* Create compelling visual presentations and communicate to all levels of management.
- \* Demonstrate excellent interpersonal, leadership, management, and coaching skills that can inspire, lead, challenge and motivate others creatively.

**Qualifications Include:**

- \* Exceptional understanding of fundamental design principles (typography, layout, grid systems, hierarchy, color, composition, animation). Keen eye for detail and a passion for "pixel-perfect" fit and finish.
- \* Strong proficiency in Adobe CS, HTML/DHTML/XML, CSS/CSSX and Javascript. Proficiency in Dreamweaver, Flash, and scripting languages a big plus. Knowledge of jQuery, AJAX, and producing WPF & Silverlight applications using Expressions Blend. Familiarity with different platforms and browsers, and their design constraints on the Web and in client software. Expertise in the application of tools and technologies across web, client and devices (mobile phone, tv).
- \* Ability to produce sketches, storyboards, scenarios, design prototypes, flows, interaction models, and visual design specs.
- \* Applicants should be detail-oriented, self-motivated, highly organized, and able to work in a team environment under tight deadlines. Must be organized and able to switch rapidly between different projects in a fast-paced and exciting environment.

We offer a generous compensation package, including an equity stake, plus a collaborative, tier-one management team. More importantly, we provide an intellectually fertile environment for people to learn, experiment, and grow. Our work focuses on difficult problems that have no easy answers – indeed it is our pursuit and embrace of such problems that inspires the growth of our associates and our enterprise.

**Contact Us:** To apply, please submit your résumé and cover letter directly to our Marketing & Creative Manager (Subject: UX Designer): Joe Smiley ([joseph.smiley@sentrana.com](mailto:joseph.smiley@sentrana.com))