POSITION TITLE:	**Vice President, Digital User Experience and Customer Experience**
REPORTING RELATIONSHIP:	The VP, Digital UX & CX reports directly to the Chief Digital Officer

RESPONSIBILITIES:

The Vice President of Digital User Experience (UX) and Customer Experience (CX) helps define and drive the future of T-Mobile's digital UX/CX strategy. This role leads a team to create a clear vision of the future for the digital user and customer experience and pursues forward-thinking design to exceed customer expectations. This role will apply passion for customers/users to guide research and design processes, mentor talented members of the team, and collaborate with leaders across the company to create innovative experiences across all TMO products. The VP Digital UX/CX manages and collaborates with all teams involved in the customer journey. This leader must bring a strong track-record of design leading consumer brands and must be familiar with one of the leading design principles in digital UX, such as the Google Material Design methodology or Facebook's content design and monetization approach. Part creative visionary and part customer-obsessed researcher, he/she must also demonstrate experience working in fast-moving, dynamic digital environments and must be able to demonstrate a portfolio including world-class design work for major consumer brands with audiences in excess of 100m (one hundred million) people. This VP will be the 'designer in chief' of T-Mobile's digital experiences, and must bring a bias for action and execution, in addition to a strong research-led mindset.

More specifically, this role will assume the following responsibilities:
- Deliver a UX/CX vision, design language and strategy, along with a plan for evolutionary, iterative updates, that actualize the larger vision over time.
- Recruit, mentor, motivate and develop a highly engaged, innovative and customer centric organization.
- Lead overall control of planning, staffing, budgeting, managing expense priorities, and recommending and implementing changes to methods and tools for all aspects of design.
- Develop deep partnerships across the executive team and cross-functional peers to set strategy, priorities, and resourcing.
- Develop and lead programs and initiatives that position and communicate in ways that clearly, effectively, and consistently convey the T-Mobile brand and its product/service offerings in the digital space.
- Lead the entire UX/CX process from initial research of user's needs through to the actual design and creation of compelling assets.

QUALIFICATIONS:

While the quality and accomplishments of a person's career will be the determining factor, the finalist must have the following requisite qualifications:

- 10-15 years' experience of developing world-class UX/CX in major brands that have digital audiences of in excess of 100m people.
- 7+ years leading and managing large cross-functional teams of researchers, designers, strategists and UI/UX engineers supporting multiple lines of business and product types.
- Master's Degree in Graphic Design and / or User Experience.

- Deep knowledge and expertise in critical research methods, and demonstrable experience of applying them, including the Jobs to Be Done (JTBD) framework, Net Promotor Score (NPS), and Bain Elements of Value.
- Experience working in a business with a diverse portfolio offering across multiple lines of business to large consumer and / or business segments with large scale audiences.
- Hands-on experience of designing for a broad set of UI platforms and environments, including web, desktop, and mobile, social media and IPTV.
- Exposure to key digital business models, especially subscription and advertising models. Experience working in content monetization environments where UX/CX needs must be balanced with the need to drive revenue and profitability.
- Demonstrable track record of operational success in strong consumer facing brands that have large audiences (100m+). Evidence of recognition as a thought leader in the space of UX/CX.
- Ability to distill complex processes into simple, clear, user interactions that drive engagement and allow users to achieve the missions that they have (e.g., purchasing Home Internet).

PERSONAL CHARACTERISTICS:
The successful candidate will possess the following attributes:

- The ability to quickly connect with personae, colleagues and stakeholders through active listening and creating strong relationships within and without their direct function. Must think humans first, not numbers or strategy
- Comfortable and effective working in a cross-functional, matrixed organization. Able to build trust and strong cross-functional relationships across an organization to achieve common goals
- Highly customer focused; obsessed with the customer experience
- Strategic thinker, flexible problem solver, and great listener
- Strong bias towards action – a 'doer', not just a 'thinker'
- Well-rounded leader of high-performing teams - ready to lead, motivate and develop a group of capable individuals, both as direct reports and on a cross-functional team

COMPENSATION:
The selected candidate will receive an attractive compensation package, which will be commensurate with experience and include a base salary, annual target cash bonuses, and long-term incentives.

For more information, please contact:

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