Job Title:	Senior Manager, UX Design	Reports to:	Chief Product Officer
Unit:	LOOP Digital Financial Services	Department:	Product Design
Grade:	Band 6	Date:	January 2026

About LOOP

LOOP is NCBA Group's digital financial services subsidiary, operating under Payment Service Provider (PSP) and banking licenses to deliver accessible financial services across Kenya. We are building Africa's leading digital wallet platform - where payments, credit, and engagement create a coherent money relationship for our customers, not a collection of disconnected features.

Job Purpose Statement

The Senior Manager, UX Design is LOOP's design philosopher and strategist. This role exists to define and defend what exceptional digital experience means at LOOP - translating our wallet platform vision into design principles, challenging product and technology decisions that compromise coherence, and ensuring every feature we build reinforces (rather than fragments) the customer's relationship with their money.

This role shapes what we build and why, with direct access to the CEO and executive leadership to influence strategic direction. You will manage a small team of designers to translate philosophy into practice - teaching them to see design as strategic discipline, not visual craft.

You will succeed when the CEO relies on you to articulate what's wrong with the current experience and what right looks like, when product teams cannot ship features that break coherence, and when designers understand they are building a platform, not decorating features.

Key Accountabilities (Duties and Responsibilities)

Perspective	% Weighting (to add up to 100%)	Output
Strategic Design Leadership	50%	• Define and articulate LOOP's design philosophy: what makes a wallet experience coherent vs fragmented, how credit/payments/engagement should reinforce each other, where regulatory complexity should (and shouldn't) surface in UX • Challenge product, technology, and commercial decisions that compromise experience coherence - with evidence, frameworks, and conviction • Translate the wallet platform vision into design principles and mental models that Product Owners, engineers, and stakeholders can execute against • Present design strategy in executive forums - making the case for why design decisions matter to commercial outcomes

		• Act as design conscience for the organization: when we're about to ship something incoherent, you say no (and explain why)
Team Leadership & Capability Building	30%	• Manage and develop LOOP's design team (both in house and outsourced) - setting direction, reviewing work, coaching for strategic thinking not just execution • Elevate the team's craft and strategic capability: teach them to think in journeys not screens, to design for wallet coherence not feature completion, to defend their decisions with user evidence and business logic • Build design rituals that create quality: critique sessions, design reviews, portfolio assessments that reinforce standards • Establish design as a strategic discipline within Product, not a service function - shifting how PMs, engineers, and stakeholders engage with design
Experience Architecture & Standards	20%	• Define the end-to-end wallet experience architecture: how features fit together, how users move between credit/payments/engagement, what the mental model should be • Establish and maintain design standards, patterns, and systems that ensure consistency across app, USSD, and emerging channels • Identify where current experience is broken or incoherent - mapping fragmentation, dead ends, complexity leaks - and driving fixes through Product roadmap • Ensure design decisions balance user needs, business outcomes, regulatory requirements, and technical constraints - not sacrificing one for others
Total	100%	

Key Performance Indicators

Within 90 days:
- Design philosophy documented and presented to executive leadership
- Wallet experience fragmentation mapped and prioritized for fixing
- Design team operating with clear direction and improved quality bar

Within 6 months:
- Measurable improvement in wallet experience coherence (e.g., journey completion rates, feature discoverability, support ticket reduction for UX issues)
- Product/Tech teams actively engaging Design earlier in discovery - not treating it as visual polish
- CEO using your frameworks and language to describe what good design looks like at LOOP

Within 12 months:
- Design recognized as strategic capability that influences roadmap decisions, not execution function that delivers screens
- LOOP's wallet experience demonstrably more coherent than competitors - evidenced by user feedback, NPS, engagement metrics
- Design team elevated in capability and strategic thinking - ready to scale as LOOP grows

Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	UX Designers
Indirect Reports	None

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
Key Internal Stakeholders: - - CEO (strategic design direction and wallet vision) - Product Owners (embedding design thinking in discovery and execution) - CTO and Engineering (balancing design ambition with technical feasibility) - Chief Strategy Officer (aligning design with business strategy) - Data and Analytics (using evidence to inform and defend design decisions)	**External Relationships:** - Design community (staying connected to global design thinking and best practices) - Vendors and agencies (managing outsourced design capacity when needed)

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make *(Indicate if it is Operational, Managerial or Strategic). Please also highlight any budgetary control responsibility if applicable for the role.*
- Resource allocation and deployment.   - Changes to customer journeys.   - Review work done by junior designers.

Work cycle and impact: time horizon and nature of impact (Planning) *(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1month – 3 months, 3-6 months, 6-12 months, above 1 year)*
Long Term Planning (1- 3 Years)   - UX Principles   - Tooling and Processes   - Team competence building   - Succession planning   **Short Term Planning (3 – 12 Months)**   - UX Designs

JD - Senior Manager, UX Design

Ideal Job Specifications

Academic:
- At least an undergraduate degree.

Essential:
- 7+ years in product/UX design roles, with at least 3 years operating at strategic level (not just execution)
- Demonstrated ability to define design vision and philosophy - not just execute briefs - with portfolio evidence of strategic thinking
- Experience designing for fintech, payments, or digital financial services - understanding the constraints of regulated environments and complex user journeys
- Proven ability to challenge and influence senior stakeholders (C-suite, product/tech leads) on design decisions - with examples of winning hard arguments
- Strong design foundations: user research, interaction design, information architecture, visual design - can critique and coach across all areas
- Experience managing small design teams (2-10 people) - building capability, not just coordinating work
- Exceptional communication skills: can articulate complex design thinking clearly to non-designers, including executives and boards

Highly Desirable:
- International design experience, where design is embedded as strategic discipline, not afterthought
- Experience designing wallet, super-app, or platform products (not single-feature apps)
- Track record of building design function from scratch or transforming weak design culture
- Experience working in African markets - understanding context of connectivity, literacy, trust, regulation
- Background in service design, design systems, or design operations

PERSONAL ATTRIBUTES
- **Philosophically stubborn:** You have strong beliefs about what good design is, and you defend them with evidence and conviction - you're not easily swayed by "but this is how we've always done it" or "the CEO wants X"
- **Intellectually confident:** You can hold your own in rooms with CEOs, CTOs, and commercial leaders - articulating why design decisions matter to business outcomes, not just user satisfaction
- **Pragmatically rigorous:** You understand constraints (regulatory, technical, commercial) and design within them - but you don't let constraints become excuses for incoherence
- **Teaching mindset:** You build capability in others - PMs learn to think about experience, engineers understand why interaction patterns matter, stakeholders see design as strategic, not decorative
- **Mission-driven:** You care deeply about financial inclusion and want to build products that genuinely improve people's relationship with money - not just pretty apps

What LOOP Offers
- Direct access to CEO and executive leadership - your voice shapes strategy, not just screens
- Opportunity to define design function from scratch in East Africa's most ambitious digital bank
- Small, capable team (not a large bureaucracy) - you can move fast and see impact quickly
- Wallet platform vision that's genuinely interesting - credit, payments, engagement as reinforcing system, not feature collection
- Path to Head of Design role as LOOP scales and structure evolves
- Competitive compensation within, plus benefits and professional development support