



## Experience Design Lead, FanAI (Location Santa Monica/LA)

### Job description

FanAI ([www.fanai.io](http://www.fanai.io)) is an esports fan analytics startup based on AI.

FanAI delivers a SaaS platform that enables Publishers, Event Organizers, Teams, Broadcasters, Agencies and Brands to understand, grow, predict and monetize fan audiences in esports. Our users are market leading game publishers, esports leagues and teams, event organizers, broadcasters, plus the world's largest agencies and brands.

We are backed by some of the best investors in Sports and Entertainment and have a team that is passionate about applying machine learning and social physics to a growing community of esports fans and players. Our team members and board advisors have worked in leading positions at some of the world's largest data companies, including Facebook and Google.

### WHAT WE BELIEVE:

- The global esports fan audience is a disruptive force
- esports will only develop its full potential if it's properly financed by attracting the world's best brands and sponsors
- It is a good cause to protect the fan from spam and irrelevant marketing messaging
- We can help make esports bigger and more relevant than even the biggest traditional sports

### THIS IS THE ROLE FOR YOU IF:

- You LOVE Gaming and esports
- You've got the battle scars from helping build systems of a rapidly growing startup
- Eager to learn new techniques in data visualization, as well as a background in user-centered design and B2B digital products
- Want to be part of the core team of a venture-backed, extremely well-connected esports start-up in Santa Monica

### RESPONSIBILITIES:

- Working within our development teams in Santa Monica and Tel Aviv, your primary focus will be on creating the interface design, interaction patterns and data visualizations for our core audience of esports teams, leagues and platforms
- You will map out the customer journeys for our clients' use of our site, and define the ways that clients interact with our data and tools
- You'll create the design language for our self-service offering, and deliver the screen designs & assets needed to bring that offering to life
- You'll work with our data scientists to understand the art of the possible in data visualization and create beautiful and clear articulations of the insights in the underlying data, for our customers to explore and understand on their own
- At points, you'll likely also be called on to produce visuals & infographics to support our sales & fundraising activities



- You will report directly to the Co-Founder / Head of Product and work with our team of data scientists, front-end developers and researchers

**REQUIREMENTS:**

- At least 5-8 years of work experience as digital experience designer, including both user experience and visual design
- Significant experience working in small, dispersed agile teams
- Understanding of key fundamentals of data visualization
- Can-do attitude and appreciate of the startup mentality and the unique pressures facing technology startups

**BONUS POINTS IF ONE OR MORE OF THESE ARE TRUE:**

- Experience in data visualization and information design
- Knowledge of standard agile delivery tools & methods (User Stories, etc.)

We provide a fast growing, fun and professional atmosphere. A place to express yourself and the opportunity to grow your professional career through working with some of the best developers on the planet leveraging the most advanced technology available.