

Terms of Reference (ToR)

Position: Senior UI/UX and Content Designer

About OLE Nepal

OLE Nepal (Open Learning Exchange Nepal) is a social benefit organization dedicated to enhancing teaching-learning in schools through the integration of technology and to provide uniform access to quality educational materials across different geographic areas and socio-economic strata.

OLE Nepal develops and distributes free educational content, trains teachers to integrate technology in classrooms, implements technology interventions in rural schools, and helps build local capacity in technology and education.

We are a team of social workers, educators, designers, developers, and individuals dedicated to leveraging technology to improve the quality of education in public schools across Nepal. To learn more about our team, visit: <https://olenepal.org/our-team/>.

Project Overview

OLE Nepal is implementing a project titled "Empowering Local Communities through Local Language Education and Skill-Based Training," aimed at addressing the lack of educational materials in local dialects and providing skill-based training resources. The project will expand the Hamro Ramailo Kathaharu (HRK) app and develop new courses for Seepalaya, our skills-based personalized learning app. Specific goals for the two apps are listed below for reference:

Hamro Ramailo Kathaharu (HRK) App Goals:

katha.olenepal.org

- **App Enhancement:** Upgrade the HRK app to introduce a language-switching feature, enabling users to access content in multiple languages. Enhance the app to allow users to download content for offline usage, ensuring accessibility even in remote areas.
- **Content Translation and Adaptation:** Translate and adapt the existing catalog of animated stories and interactive digital activities into Newari, Maithili, Tibetan, and English, making the app a multilingual educational tool.
- **Local Story Integration:** Collaborate with the three partner language communities to source local indigenous stories, enriching the app's content and making these stories available in all supported languages.
- **Print-Ready Adaptations:** Adapt HRK stories into print-ready formats to facilitate physical book production, bridging digital and traditional reading experiences.
- **Community Training:** Conduct training workshops for parents and teachers to maximize the HRK app's effectiveness, coupled with workshops promoting holistic early childhood development strategies.

Seepalaya App Goals:

seepalaya.olenepal.org

- **App Upgrade:** Enhance Seepalaya's features to cater to youth audiences, incorporating personalization options and progress tracking to foster a tailored learning experience.
- **Community-Driven Content Development:** Engage with partner communities to assess learning needs and source ideas for vocational and skill-based courses, ensuring relevance and local significance.
- **Course Development:** Create and integrate 10 new vocational and informal training courses into Seepalaya, expanding its educational scope and utility.
- **Educational Integration Workshops:** Organize training sessions for educators to facilitate the integration of vocational skills training into the standard curriculum using Seepalaya, promoting a comprehensive educational approach.

About the Position

The Senior UI/UX and Content Designer will play a crucial role in this project, focusing on creating user-centered designs and ensuring an intuitive user experience for both HRK and Seepalaya apps. This position requires a deep understanding of design principles, user behavior, and the latest trends in UI/UX design, particularly in educational technologies.

Specific Responsibilities

- **Design Innovation for Educational Content:** Spearhead the design of engaging and intuitive UI/UX for the HRK and Seepalaya apps, focusing on interactive storytelling and gamified learning experiences. Create design frameworks that cater to animated children's stories and interactive courses, ensuring they are adaptable for multiple languages and culturally inclusive.
- **Interactive and Multilingual Design:** Develop UI/UX strategies that support the integration of multiple languages within the apps, enhancing the language-switching feature to provide seamless transitions. Design interactive elements that cater to diverse linguistic groups, ensuring that the content is accessible and engaging across different language speakers.
- **Content Collaboration:** Work in tandem with content developers to design visually appealing and interactive elements for animated stories and skill-based courses. Ensure that the visual design enhances the narrative and educational value of the content, making it more relatable and impactful for users.
- **User-Centered Research and Testing:** Conduct comprehensive user research and testing, focusing on the target audience's interaction with educational content. Utilize insights to refine user interfaces, ensuring they resonate with children's learning behaviors and teachers' pedagogical needs.
- **Prototyping and Iteration:** Create detailed prototypes for new design features, specifically tailored to educational storytelling and interactive learning. Iterate on designs based on feedback from usability testing, stakeholder input, and user analytics to optimize the educational impact.
- **Cross-Platform Design Consistency:** Ensure that UI/UX design is consistent and functional across different platforms and devices, catering to the diverse access points for users in various geographic and socio-economic contexts.
- **Accessibility and Inclusivity:** Prioritize accessibility in design, ensuring that the apps are usable for learners with different abilities and preferences. Incorporate inclusive design principles to cater to a broad spectrum of users, reflecting OLE Nepal's commitment to educational equity.
- **Design Documentation and Knowledge Sharing:** Maintain detailed documentation of design processes, decisions, and style guides. Share knowledge and insights with the broader design and project teams, fostering a collaborative environment that encourages innovation and continuous learning in educational technology design.

General Responsibilities

- **Project Contribution:** Actively contribute to project planning and strategy sessions, ensuring UI/UX perspectives are integrated into the project development lifecycle.
- **Stakeholder Engagement:** Engage with project stakeholders, including teachers, students, and community members, to gather feedback and iterate on design solutions.
- **Documentation:** Maintain comprehensive documentation of design processes, decisions, and guidelines, ensuring clarity and consistency across the project.
- **Professional Development:** Stay abreast of the latest UI/UX trends, tools, and best practices, particularly in the context of educational technology.
- **Field Work Support:** Collaborate with colleagues to design and facilitate field workshops that engage teachers, students, and community members in using OLE Nepal's devices and learning resources. Share approaches and provide guidance to team members when workshops are conducted in parallel groups during field visits. Participate in project school visits to carry out studies, user tests, and learning assessments, and contribute insights from these activities to strengthen visual strategies and program design.

Organizational Responsibilities

- Assume ownership of the project, coordinating closely with various internal teams to ensure alignment and integration.
- Contribute to broader organizational initiatives, sharing insights and resources across projects.
- Act as a representative and ambassador for the project and OLE Nepal, both internally and externally.

Eligibility and Personal Traits

- Relevant Experience: Proven experience in UI/UX design, particularly in creating designs for mobile and web applications in the education sector.
- Educational Background: A degree in Design, Human-Computer Interaction, or a related field.
- Technical Proficiency: Expertise in design software (e.g., Sketch, Figma, Adobe XD) and an understanding of HTML/CSS principles.
- Communication Skills: Excellent communication and collaboration skills to work effectively with cross-functional teams.
- Innovative Thinker: Creative and innovative thinking, with a passion for designing educational technologies that enhance learning experiences.
- Cultural Sensitivity: Sensitivity to cultural nuances, ensuring designs are inclusive and resonate with the target user communities.

What we offer:

- 5 days work week (9 to 5:30 PM, Saturday and Sunday Holidays)
- Festival allowance
- Facilities such as accidental Rs. 700000- and Medical Insurance of Rs 100,000-
- Leave Entitlement such as annual 21 days, casual 7 days and sick leave 7 days
- Opportunity to work with international organizations
- Annual performance and salary review
- Great work culture