

Placement Opportunity

Undergraduate (BA) student: X
Graduate (MA) student:

Reference:	BETATEC-HopOn – 01
Company Name:	HopOn
Company Type:	Startup
Location:	Tel-Aviv
Stay Duration:	minimum 2 months

Company Description:

Mobile payment and ticketing platform for public transport, taking the experience of transport ticketing to a new level.

HopOn is a unique solution that can be easily integrated in every form of public transit: trains, buses, trams, shuttle buses and rental bikes. Our goal is to create a secure, simple to use, 1 click button payment and validation method which covers the whole process of passenger's payment experience, giving him the possibility to buy his tickets anywhere and anytime. We achieved this goal by using a patent pending, high-end ultrasonic system combined with several more advanced technologies.

Job Description and Tasks: Designer

The ideal candidate should have an eye for clean and artful design, possess superior UI skills and be able to translate high-level requirements into interaction flows and artifacts, and transform them into beautiful, intuitive, and functional user interfaces.

- Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
- Execute visual design stages from concept to final hand-off to engineering
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Conduct user research and evaluate user feedback
- Establish and promote design guidelines, best practices and standards

Essential Requirements:

- Demonstrable UI design skills with a strong portfolio
- Experience in creating wireframes, storyboards, user flows, process flows and site maps
- Proficiency in Photoshop, Illustrator, OmniGraffle, or other visual design and wire-framing tools
- Excellent visual design skills with sensitivity to user-system interaction
- Ability to solve problems creatively and effectively
- Up-to-date with the latest UI trends, techniques, and technologies
- BS/MS in Human-Computer Interaction, Interaction Design or related would consider an advantage

Remuneration Details:

Lunch and transportation expenses of the intern will be covered.