



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSMEs). We are active in South Eastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success.

For our Group Marketing team at ProCredit Holding, the listed parent company of our banking group, we are seeking a motivated

Digital Assets & UX Lead (m/f/d)

This position is based in Frankfurt am Main.

Your role in our team:

As part of the Group Marketing team at ProCredit Holding, you will play a central role in the shaping and owning of the execution of a comprehensive, user-centric and client-centric data-driven digital first UX strategy for the group by continuously building, developing and improving the UX of the main client touchpoints and journeys of the banks. The position provides capabilities and resources to support the group's strategic goals, contributes to driving measurable growth, and oversees the development of a robust and resilient UX system and the related marketing stack to ensure consistent superior user and client experience across all markets.

More specifically, you will have the following key responsibilities and duties:

- Collaborate with stakeholders to define user and business requirements
- Lead discovery workshops and translate insights into user journeys, flows, and prioritised UX deliverables
- Conduct research and testing to inform design decisions and improve experience
- Develop and implement data-driven UI/UX strategies with a strong emphasis on scalable design and design systems development – building, maintaining, and evolving reusable components and standards
- Create high-quality wireframes, prototypes, and specifications for efficient delivery
- Design end-to-end digital experiences across platforms
- Use Figma to produce system-ready assets and partner with teams to deliver consistent, user-centred solutions and defend design decisions

What we expect:

- Portfolio demonstrating UX (problem framing -> research -> design -> validation -> iteration) delivery of mobile apps, web pages, UX flows, landing pages, components, and high-performing ad experiences
- Minimum of 5 years in UX design; experience in financial services is an advantage
- Team player with success in company-level influencer roles, in cross-functional, agile or iterative teams
- Ability to manage multiple workstreams and a commitment to continuous improvement
- Certifications in UX/design are an advantage
- Fluency in English; additional European language is a plus
- Academic background in marketing, business or design; training in UX/CX is an advantage

What you can expect

- A challenging and diverse role with international exposure
- Room for initiative and innovation in shaping the way we steer and measure marketing
- A values-driven working environment focused on sustainability, transparency, and long-term development
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Attractive location in the Bockenheim district of Frankfurt am Main
- Possibility to work remotely 100 days per year
- Company pension scheme
- Deutschlandticket (country-wide transportation pass valid on regional trams, buses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

jobs-marketing@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding's website at:

www.procredit-holding.com

