

Product Designer / UI-UX Designer

Job Description and Candidate Assessment Guide

Company	NodeMeta
Position	Product Designer / UI-UX Designer
Department	Product and Design
Work Model	Remote or hybrid, depending on candidate location and company needs
Assessment	30-minute online Q&A assessment: 10 role-specific questions on the company website

Company Overview

NodeMeta is a Web3 company building blockchain-based products, digital-asset experiences, and decentralized infrastructure for users, communities, and businesses. The company focuses on practical Web3 adoption across areas such as digital ownership, marketplace experiences, DeFi-related features, community growth, and transparent on-chain participation.

Role Summary

The Product Designer / UI-UX Designer will design clear, trustworthy, and conversion-focused user experiences for NodeMeta's Web3 products. This role focuses on product flows, landing pages, dashboards, wallet-related user journeys, marketplace experiences, and brand-consistent interface design. The ideal candidate understands how to simplify complex Web3 concepts for normal users while maintaining a modern, professional visual style.

Key Responsibilities

- Design user interfaces for Web3 product pages, dashboards, onboarding flows, marketplace screens, and account-related user journeys.
- Create wireframes, user flows, prototypes, and high-fidelity UI designs using tools such as Figma.
- Improve product clarity, conversion, trust signals, visual hierarchy, and usability across desktop and mobile experiences.
- Work with product, engineering, and marketing teams to translate business goals into usable and attractive product experiences.
- Review existing screens and identify UX problems, friction points, missing information, and design inconsistencies.
- Prepare reusable design components, design guidelines, and handoff notes for developers.
- Understand user behavior in Web3 environments and design experiences that reduce confusion for new users.

Required Skills

- Strong UI/UX design ability with a portfolio showing web product design, dashboards, landing pages, or mobile-responsive interfaces.
- Proficiency with Figma, design systems, components, prototyping, and developer handoff.
- Ability to design clean layouts, strong visual hierarchy, effective calls to action, and trust-building product pages.
- Understanding of Web3 product patterns such as wallets, digital assets, marketplaces, tokens, user accounts, and community-driven products.
- Good written communication and ability to explain design decisions clearly.
- Attention to detail in spacing, typography, color, responsive design, and accessibility basics.
- Ability to work independently and improve designs based on feedback and product goals.

Education and Experience

- 2+ years of experience in product design, UI/UX design, web design, or a closely related role.
- Experience designing SaaS, fintech, gaming, crypto, NFT, marketplace, or community products is preferred.
- A strong portfolio is required; formal degree is preferred but not required if the portfolio demonstrates strong design ability.
- Experience working with remote product and engineering teams is helpful.

30-Minute Online Q&A Assessment

- All shortlisted candidates complete a 30-minute online Q&A assessment through the NodeMeta company careers website.
- The assessment contains 10 role-specific questions and is completed independently by the candidate.
- No NodeMeta team member joins the assessment in real time; it is not a live call.
- The assessment is timed, browser-based, and designed to evaluate practical judgment, role knowledge, and written communication.
- After submission, NodeMeta reviews the candidate's answers and decides whether to invite the candidate to the next interview stage.

Note: This assessment is part of the screening process. It is not a live interview and does not require a team member to be present during the candidate session.

Assessment Evaluation Criteria

- Practical UX thinking and ability to identify real user problems.
- Clarity of written explanation and design reasoning.
- Understanding of Web3 users, trust, onboarding, and product simplicity.
- Attention to detail and ability to prioritize improvements within limited time.
- Professional judgment suitable for remote product collaboration.

Hiring Process

1. Application and profile review

2. 30-minute online Q&A assessment on the NodeMeta website: 10 role-specific questions, completed independently without a live interviewer
3. Internal review of assessment answers and portfolio, work samples, or relevant background
4. Role interview with the hiring team for shortlisted candidates
5. Final discussion covering expectations, availability, compensation, start date, and collaboration model

Working Model

This role may be remote or hybrid depending on the candidate's location and the company's operating needs. The position requires clear communication, reliable delivery, and comfort working with distributed teams across time zones.

Candidate Success Profile

- Can turn unclear product ideas into simple, polished user experiences.
- Understands that Web3 products must feel trustworthy and easy to use.
- Communicates design decisions clearly to non-designers and developers.
- Works independently, but welcomes feedback and iteration.

Equal Opportunity Statement

NodeMeta welcomes candidates from different backgrounds, locations, and professional paths. Candidates are evaluated based on relevant skills, practical judgment, communication, experience, and alignment with the role requirements.

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