

Senior User Researcher

Description

At Webflow, our mission is to bring development superpowers to everyone. Webflow is the leading visual development platform for building powerful websites without writing code. By combining modern web development technologies into one platform, Webflow enables people to build websites visually, saving engineering time, while clean code seamlessly generates in the background. From independent designers and creative agencies to Fortune 500 companies, millions worldwide use Webflow to be more nimble, creative, and collaborative. It's the web, made better. We are adding a Senior User Researcher to our Collaborate & Scale product pillar who will help us better enable teams to be successful and grow their businesses on Webflow. You will help us better understand our customers and how to bring their needs to existing and new product initiatives for Webflow. This role will help us learn about our current and potential customers, and who we can serve by identifying continued and new opportunities in our product roadmap. About the role Location: Remote-first (United States; BC & ON, Canada) Full-time Permanent Exempt (Relevant to US only) The cash compensation for this role is tailored to align with the cost of labor in different geographic markets. We've structured the base pay ranges for this role into zones for our geographic markets, and the specific base pay within the range will be determined by the candidate's geographic location, job-related experience, knowledge, qualifications, and skills. United States (all figures cited below in USD and pertain to workers in the United States) Zone A: \$162,500 – \$198,200 Zone B: \$152,700 – \$186,300 Zone C: \$143,000 – \$174,400 Canada (All figures cited below in CAD and pertain to workers in ON & BC, Canada) \$184,600 – \$225,200 Please visit our Careers page for more information on which locations are included in each of our geographic pay zones. However, please confirm the zone for your specific location with your recruiter. Reporting to the Director of Research & Insights As a Senior User Researcher, you'll Help define and shape the research function at Webflow as we make it a core pillar of the product insights team Plan and execute inclusive, strategic, and valuable user research: design research studies and tests, recruit participants, facilitate interviews, and analyze results Synthesize findings and use compelling narratives to communicate digestible and actionable insights and recommendations to a variety of partners in ways that build trust, informs, and drives consensus around key decisions Influence and support the formation of technical product roadmaps and tactical solution designs that are highly usable and useful to a diverse and global audience Evolve and elevate Engineering, Product, and Design's (EPD) user research capabilities by equipping non-researchers with toolkits, training, and processes to set them up for success in their own research In addition to the responsibilities outlined above, at Webflow we will support you in identifying where your interests and development opportunities lie and we'll help you incorporate them into your role. About you You'll thrive as a Senior User Researcher if you have: Experience building products in the B2B SaaS space A proven track record of leading research and collaborating with other teams to discover insights, identify unmet needs, craft better products, and significantly impact company strategy Experience with lean research integrated with product teams in an agile process Exceptional ability at empathically listening, perceiving users' needs, and delivering an unbiased view of users Exceptional ability to understand and breakdown complex systems and large amounts of research data, generate user insights, and turn those insights into action items for product teams Experience in qualitative and quantitative research methods Experience advocating for, implementing, and interpreting analytics Knowledge of accessibility, principles of effective design, and the Jobs to be Done framework Facilitation experience to drive consensus and buy-in, especially with cross-functional partners and

Hiring organization

Webflow

Job Location

San Francisco Bay Area, California, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

June 9, 2024

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stakeholders Implemented and improved research tools and programs Mentored other researchers and product designers Our Core Behaviors: Obsess over customer experience. We deeply understand what weâ€™re building and who weâ€™re building for and serving. We define the leading edge of whatâ€™s possible in our industry and deliver the future for our customers Move with heartfelt urgency. We have a healthy relationship with impatience, channeling it thoughtfully to show up better and faster for our customers and for each other. Time is the most limited thing we have, and we make the most of every moment Say the hard thing with care. Our best work often comes from intelligent debate, critique, and even difficult conversations. We speak our minds and donâ€™t sugarcoat things â€” and we do so with respect, maturity, and care Make your mark. We seek out new and unique ways to create meaningful impact, and we champion the same from our colleagues. We work as a team to get the job done, and we go out of our way to celebrate and reward those going above and beyond for our customers and our teammates Benefits & wellness Equity ownership (RSUs) in a growing, privately-owned company 100% employer-paid healthcare, vision, and dental insurance coverage for employees and dependents (full-time employees working 30+ hours per week), as well as Health Savings Account/Health Reimbursement Account, dependent care Flexible Spending Account (US only), dependent on insurance plan selection where applicable in the respective country of employment; Employees may also have voluntary insurance options, such as life, disability, hospital protection, accident, and critical illness where applicable in the respective country of employment 12 weeks of paid parental leave for both birthing and non-birthing caregivers, as well as an additional 6-8 weeks of pregnancy disability for birthing parents to be used before child bonding leave (where local requirements are more generous employees receive the greater benefit); Employees also have access to family planning care and reimbursement Flexible PTO with a mandatory annual minimum of 10 days paid time off for all locations (where local requirements are more generous employees receive the greater benefit), and sabbatical program Access to mental wellness and professional coaching, therapy, and Employee Assistance Program Monthly stipends to support health and wellness, smart work, and professional growth Professional career coaching, internal learning & development programs 401k plan and pension schemes (in countries where statutorily required) financial wellness benefits, like CPA or financial advisor coverage Discounted Pet Insurance offering (US only) Commuter benefits for in-office employees Temporary employees are not eligible for paid holiday time off, accrued paid time off, paid leaves of absence, or company-sponsored perks unless otherwise required by law. Be you, with us At Webflow, equality is a core tenet of our culture. We are an Equal Opportunity (EEO)/Veterans/Disabled Employer and are committed to building an inclusive global team that represents a variety of backgrounds, perspectives, beliefs, and experiences. Employment decisions are made on the basis of job-related criteria without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other classification protected by applicable law. Pursuant to the San Francisco Fair Chance Ordinance, Webflow will consider for employment qualified applicants with arrest and conviction records. Stay connected Not ready to apply, but want to be part of the Webflow community? Consider following our story on our Webflow Blog, LinkedIn, X (Twitter), and/or Glassdoor. Please note: We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. Upon interview scheduling, instructions for confidential accommodation requests will be administered. To join Webflow, youâ€™ll need a valid right to work authorization depending on the country of employment. If you are extended an offer, that offer may be contingent upon your successful completion of a background check, which will be conducted in accordance with applicable laws. We may obtain one or more background screening reports about you, solely for employment purposes. For information about

how Webflow processes your personal information, please review Webflow's Applicant Privacy Notice. Please mention the word ****STRONG**** and tag `RMzUuMjQ1LjkzLjlxMg==` when applying to show you read the job post completely (`#RMzUuMjQ1LjkzLjlxMg==`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com