

## Senior Director Product Design Traffic

### Description

As the world's largest car sharing marketplace, Turo is growing and hiring talent in the US, Canada, United Kingdom, France, and Australia. Our collaborative teams encourage you to be curious and bring new ideas that will drive our company's mission. At Turo, we care deeply about our customers and one another; we celebrate diversity, support career growth, and empower teams to do their best work. About Our Team: At Turo, we recognize that great design is the cornerstone of our mission to revolutionize how the world uses its 1.5+ billion cars. It's not just about looks; it's about enabling entrepreneurial hosts to thrive, helping guests find their ideal car for every journey, and supporting them before, during, and after their trip. Here, design is not just valued—it's essential, driving our commitment to research and data-informed, customer-centric experiences that empower our community and enhance every trip. What you will do: As the Senior Director of Product Design for our Traffic domain, reporting to the SVP of Design, you will leverage your inspirational design leadership skills to shape and execute the UX strategy for our Traffic initiatives. Your mission is to help attract and engage millions of new Turo guests through innovative product design solutions. You will be a driving force behind our customer acquisition and engagement strategy, integrating our SEO, CRM efforts, and significant marketing investments. You and your team will be empowered to design every aspect of how our product attracts and engages new users, from a connected ecosystem of notifications to entirely new user acquisition and engagement flows. You will lead your team to consistently deliver impact on company-level growth objectives and key results, while enhancing quality and optimizing efficacy across our product through design craft. In this newly created role, you will collaborate closely with cross-functional teams, including data analysts, marketers, researchers, product managers, and engineers, to define and implement our product strategy. You will lead the design of traffic and engagement experiments, creating seamless experiences across multiple touchpoints in the funnel. As this is a newly established domain at Turo, in addition to having some player/coach responsibilities early on, you will also be responsible for building a top-tier product design team, and attracting and hiring talented designers as Turo continues to grow. Design Strategy: Develop and communicate a compelling UX roadmap that includes both short-term experiments and long-term initiatives for traffic and engagement experiences, collaborating closely with cross-functional partners. Design Oversight: Lead the planning, execution, culture, process, and outcomes of the traffic domain. Oversee multiple experiments, projects, and initiatives to attract and engage new Turo guests. Team Growth: Define resourcing plans, assess needs, make necessary adjustments, and advocate for headcount. Mentorship and Team Development: Manage and nurture the growth of IC Product Designers, providing coaching and mentorship to develop their skills and align their contributions with Turo's design principles and career development rubric. Design Vision: Deliver innovative 'north star' designs that add new value and drive Turo forward, embodying our design principles and commitment to redefining the car-sharing experience through design. Functional Leadership: Serve as a dynamic role model within the design function, fostering a culture of design craft, quality, and data-informed design decisions. Tools and Operational Enhancements: Collaborate with design leadership to continuously evolve and enhance our design tools, operations, and processes to boost efficiency, creativity, and consistency across the design function. Your profile: Proven experience leading teams focused on increasing market awareness, attracting a wider consumer base, new user acquisition, and first-time user experience (e.g., growth or top-of-funnel traffic teams). A compelling portfolio showcasing work executed by a team under your leadership, including detailed narratives of how your design contributions led to

### Hiring organization

Turo

### Job Location

San Francisco Bay Area, California, United States

### Base Salary

\$ 60000 - \$ 105000

### Date posted

June 12, 2024

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quantifiable business and user experience improvements. Deep understanding of experimentation practices, including how and when to use methods like research deep dives, user interviews, and A/B testing to increase confidence and validate hypotheses, accelerating time to impact. Experience with data-informed design methodologies and a demonstrated history of partnering with data teams to launch and improve impactful solutions for customers and the business. At least 5 years of experience leading and managing a design team, with a proven track record of nurturing talent and fostering a collaborative and innovative design culture. Minimum of 8 years experience in designing consumer mobile products successfully shipped to the public, demonstrating deep expertise in native mobile design. Strong commitment to a user-centered approach in designing software, focusing on understanding and meeting customers' needs. Experience in attracting, hiring, and nurturing design talent, building a team that excels in craft and innovation, and consistently delivering quality. Collaborative, low-ego approach to working with others, valuing teamwork and collective problem-solving. Flexibility and good judgment. Bonus if you have: We will consider both remote candidates and candidates local to the San Francisco Bay Area. If you are local, you will benefit from bonding with most of the Product Development organization in person and taking advantage of our San Francisco office location for in-person collaboration. We believe these face-to-face connections can enrich teamwork and enhance the design process. This role may include Product Development team members based in France, so experience and flexibility in working with international team members is a plus. The San Francisco base salary target range for this full-time position is \$230,000 - \$275,000 + bonus + equity + benefits. Our salary ranges are determined by role, level, and location. The range displayed on each job posting reflects the minimum and maximum target for new hire salaries for the position in this location. Within the range, individual pay is determined by work location and additional factors, including job-related skills, experience, and relevant education or training. Your recruiter can share more about the specific salary range for your work location during the hiring process. #LI-ZS1Please mention the word **\*\*OPTIMAL\*\*** and tag RMTguMjM3LjIwNC4xMTE= when applying to show you read the job post completely (#RMTguMjM3LjIwNC4xMTE=). 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