



## **Bajaj Finserv Direct Limited**

### **Job Description**

**Role-Associate Engineer - Platform  
Technology (UI UX)- GB04A**

**Location – Pune**

## About Bajaj Markets:

Bajaj Markets, a subsidiary of Bajaj Finserv and one of the fastest growing fintech in India, is a one-stop digital marketplace that offers multiple financial products across all categories - Loans, Cards, Insurance, Investments and Payments. Bajaj Markets has partnered with some of the most trusted names to offer choice to its customers and help them achieve their financial life goals.

Having started its journey as a fintech, Bajaj Markets has since then, built a very strong business as a techfin. Its Technology services businesses are built on its core capabilities in consumer insights, technology and data analytics. Its first B2B SBU, Skaleup, has been created to become the leading digital technology services provider in India through deep domain expertise and execution capabilities.

Besides this, Bajaj Markets has built a new business unit to become the preferred partner for digital technology initiatives across all group companies of Bajaj Finserv. Herein, the strategy is to align with digital technology roadmap objectives of all the group companies of Bajaj Finserv and offer digital technology services and platforms at market competitive rates.

As the tagline goes, with Bajaj Markets, “Ab Choices Hue Aasaan”

Get to know more about Bajaj Markets via the following links:

Websites:

<https://www.bajajfinservmarkets.in/>  
<https://www.skaleup.com/>

Bajaj Markets on LinkedIn: <https://www.linkedin.com/company/bajaj-markets/mycompany/>  
Bajaj Markets on Glassdoor: [Click here](#)

## Our Long-Term Vision

We aspire to become one of India’s largest BFSI Marketplaces & build a profitable digital technology services business with a global footprint.

The **Financial Services Marketplace** offers products across multiple categories across Assets, Liabilities, Payments, Insurance & Investments in partnership with 37 Banks, Insurers & Financial Institutions by providing choice & convenience of 1,300+ Financial Products.

We intend to forge additional partnerships with reputed financial institutions to offer the **widest range** of financial products & services across manufacturers, thus building a destination that offers choice in a **frictionless** manner with high degree of **convenience** for users.

Our **Technology Services business** is geared to offer 6 core offerings – Digital Applications, Customer and Enterprises Solutions, Data Engineering, Analytics Services, QA and Automation and Managed Cloud Services. We will offer these services in India & overseas territories.

### BFSI Marketplace Construct

Ambition	Strategy	Approach
Become 'Amazon' of BFSI Marketplace in India and occupy one of the top 3 positions by size & customer choice	Become a specialist of BFSI space. Offer widest range of financial products & services across manufacturers to provide choice	Build a BFSI marketplace that offers choice in a frictionless manner with high convenience. Focus will be to drive high pull traffic by leveraging megatrends & partnerships

### Technology Business Construct: Captive

Ambition	Strategy	Approach
Become a preferred partner for digital technology initiatives of all group companies. We will establish a dedicated Strategic Captive digital technology services unit for Bajaj Group companies	Align with digital technology roadmap objectives of group companies and profitably offer services and platforms at market competitive rates	Efficiently recruit, train, and deploy digital technology talent at scale. Continuously build and leverage cutting edge domain and digital technology capabilities

### Technology Business Construct: Non-captive

Ambition	Strategy	Approach
Become a large scale profitable digital technology services provider which enables success of clients	Be a leading digital technology services provider from India in the financial services sector through deep domain expertise and execution capabilities. Build scale & focus on profitability	Offer Digital Technology services for BFSI industry across four geographies with hub and spoke model. Create capability to efficiently recruit, train, and deploy digital technology talent at scale

## Our People

We are a strong brand with long-term orientation which provides tremendous stability & freedom to innovate. Our success is attributed to an efficient and passionate team of highly skilled 1500+ Technology & Domain specialists across Technology & Financial Services. With a strong foundation already established, you have an opportunity to be part of a distinct consumer technology company.

## **Bajaj Markets** (Description of the Business Unit- BFSI/B2B Captive/B2B Non Captive)

### Qualification:

- Good to have a UI Design degree background (Bachelor/Masters in UI design) / UX UI
- Certification (HFI etc.) or Arts Background degree, not mandatory to have

### Responsibilities:

- Creating interface design that delights the end user.
- Understanding of visual design elements, interaction design and micro animations to help the team create the right output.
- Independently lead multiple UI projects.
- Lead client interactions when needed.
- Identify and implement industry best UI practises
- To plan and conduct all UI Design related activities independently.
- Communicate and present your designs efficiently.
- Pro actively engage with key stakeholders for solutioning and incorporating design changes
- Have extreme attention to detail and consistency
- Being a team player who can guide, motivate, communicate and collaborate with peers

### Desired Skills

- 3-5 years of relevant UI Design Experience
- Good to have knowledge related to front ending (development end), not mandatory to have.
- Hands on experience in using Figma, Adobe Suite and Microsoft Suite software's

