

**FIT
FOR
FREE****SPORTCITY.**

UI Designer

As far as Fit For Free and sister company Sportcity are concerned, the competitive fitness industry will no longer be known as a slow adopter of technology, for they have big digital plans in store for the future. The UI Designer's task is to motivate all mobile app users with innovative interfaces.

For whom?

- At least four years of relevant work experience
- Extensive experience in designing mobile apps
- Understands mobile platforms such as iOS and Android
- Experience with tools such as InVision and Sketch

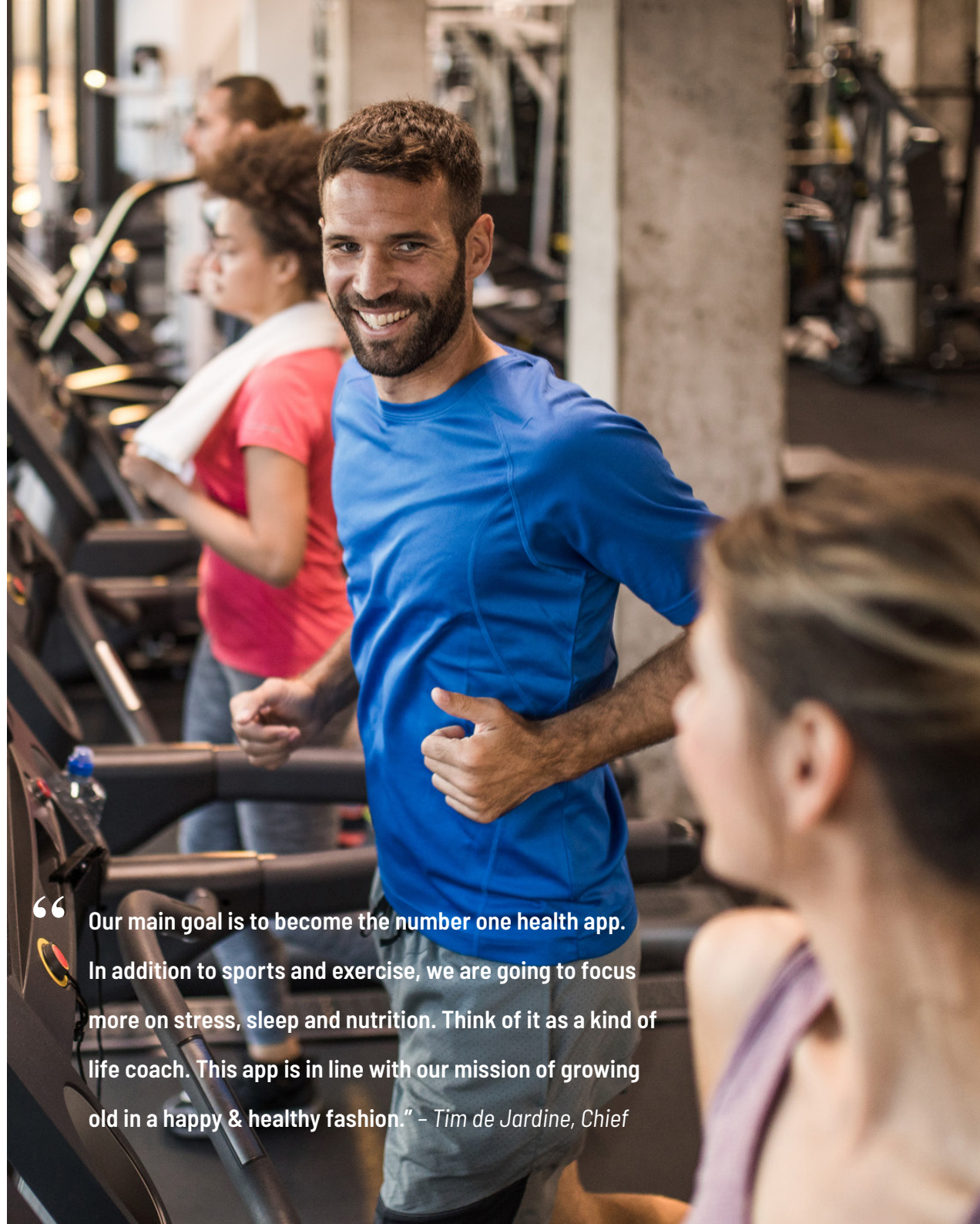
About Fit For Free

Unleashing a true online fitness revolution, that's what Fit For Free and Sportcity have in mind. Olympus Investment, the parent company of both brands, aspires to become a state-of-the-art health and fitness platform. Following the acquisition by Bencis Capital Partners in 2018, a new management team has started to realize this ambition. An important element in all this is the focus on 'digital fitness'.

The digital transformation is in full swing. Based on a successful pilot, a new app was launched at the end of 2019 to help members achieve their personal health goals. As it turns out, many members lose their drive to exercise due to the lack of a personalized approach and the feeling that they never really have time. The new product, therefore, offers personalized workouts that you can add to your own online calendar. Furthermore, the app works with a machine-learning-based algorithm. The more someone uses the app, the more catered to that specific user it becomes.

This is just the beginning. Olympus Investment is working on an integrated fitness journey that goes beyond the confines of the gym. A strong emphasis in the year 2020 will be on conducting a lot of research, investing in product development as well as designing and building new features. The focus is on ground-breaking functionalities inside, but especially outside the gym.

The groundwork is already there, but there is still a lot of work to be done to reach the level of 'gym 2.0'. That is why a new team is currently being formed to further expand this digital transition. To ensure that the user experience of the mobile application fits seamlessly with the customer's needs, a passionate UI Designer is needed.



“Our main goal is to become the number one health app. In addition to sports and exercise, we are going to focus more on stress, sleep and nutrition. Think of it as a kind of life coach. This app is in line with our mission of growing old in a happy & healthy fashion.” – Tim de Jardine, Chief



UI Designer

With a good eye for design and ample design experience in iOS and Android, the UI Designer creates user-friendly user interfaces. From testing to measuring to modifying, the main focus in the work process lies in experimenting and measuring the results. By working fully evidence-based, this person's visual designs provide the ultimate user experience.

In addition to developing flashy interfaces for small screens, the ideal candidate has a data-driven mentality. Do you think the first button is more appealing, but the second one has superior functionality? Thanks to great commercial awareness he/she always makes the right decision. In order to become the number one health app, Fit For Free already has plans for many innovative topics and categories. In addition to refining current user environments, this creative mind is therefore also adept at designing brand new interfaces.

Just like all his/her colleagues in the Fit For Free tech lab, the UI Designer knows how to get inside the mind of the desired app user. To make the digital life coach continuously improved and more relevant, the company focuses on discovering new possibilities. This makes competencies such as an inquisitive attitude and out-of-the-box thinking indispensable. This person has a clear vision when it comes to UI and works together closely with the UX Researcher. Both are responsible for the wireframes and mock-ups of the app.

The UI Designer reports all activities to the Technology Lead and works from a new office in Amsterdam.



Interested?

Fit For Free works with Top of Minds to fill this vacancy.
Contact Hayke Tjemmes for more information.

Hayke Tjemmes

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