

KE User Researcher Specialist

Description

As the **User Researcher Specialist**, your mission is to contribute meaningfully to the growth of Tala's Kenya business by ensuring a deep shared understanding of our customers' daily lives, attitudes, behaviours, and needs. You will generate insights to drive empathy-fueled actions across Tala's strategic efforts in areas such as current product improvements, experimental new product development, competitive analysis, and financial health.

Responsibilities

- Deep market research on landscape of available financial services, under the supervision of our senior research staff
- Responsible for involved product reviews and teardowns
- Contribute meaningfully to the development of new and exciting products for Tala Kenya by ensuring a deep shared understanding of our customers' daily lives, attitudes, behaviors, and needs
- Generate insights to drive empathy-fueled action across Tala's strategic efforts in areas such as experimental new product development, competitive analysis, and financial health
- Implement best practices in human-centered design and mixed research methods
- Design, execute and analyze research to contribute actionable insights to the strategic goals new business, using human-centered design techniques and mixed research methods
- Collaborate cross-functionally with team members across Tala through all stages of research to ensure a deep shared understanding of our users and drive empathy-fueled action

Qualifications

- 2+ years in applied user research inside innovative consumer fintech, financial, mobile or digital companies or design research / market research firms
- Bachelor's Degree in Communication Research, Social Sciences (Psychology, Sociology, Anthropology), Marketing, Communications, or a similar field
- Experience working in a dynamic and fast-paced start-up environment
- Experience working in design research or market research firm Ideally experience working with international teams
- Familiarity with consumer finance products and services and general fintech landscape in Kenya

Our vision is to build a new financial ecosystem where everyone can participate on equal footing and access the tools they need to be financially healthy. We strongly believe that inclusion fosters innovation and we're proud to have a diverse global team that represents a multitude of backgrounds, cultures, and experience. We hire talented people regardless of race, religion, color, national origin, gender, gender expression, sexual orientation, age, marital status, veteran status, or disability

Hiring organization

Tala

Tala is a global technology company building the world's most accessible financial services. With more than \$350 million raised from visionary investors, we are serving millions of customers around the world who have been overlooked by traditional financial institutions – and our plan is to serve millions more, and have been named by the *Fortune* Impact 20 list, *CNBC's* Disruptor 50, and *Forbes'* Fintech 50 list for four years running. We are expanding across product offerings, countries and crypto and are looking for people who have an entrepreneurial spirit and are passionate about the mission.

By creating a unique platform that enables lending and other financial services around the globe, people in emerging markets are able to start and expand small businesses, manage day-to-day needs, and pursue their financial goals with confidence. Currently, more than 6 million people across Kenya, the Philippines, Mexico, and India have used Tala products. Due to our global team, we have a remote-first approach, and also have offices in Santa Monica, CA (HQ); Nairobi, Kenya; Mexico City, Mexico; Manila, the Philippines; and Bangalore, India.

Most Talazens join us because they connect with our mission of enabling financial agency for underbanked people around the world. If you are energized by the impact you can make at Tala, we'd love to hear from you!

status.

Job Location

Nairobi, Nairobi, Kenya

Date posted

29 November 2021

Apply