

Job Opportunity

Job Title: Mobile App Content UX/UI Developer - Women's Health
Job ID: #T25003
Job Type: Internship, 4 months (FT), opportunity to extend
Work Location: Hybrid work (virtual and in-office 1 day per week)
Office Sites: (Oakville office) 2020 Winston Park Dr, suite 200, Oakville, ON, L6H 6X7
(Hamilton office) 175 Longwood Rd. suite B21 (lower level), Hamilton, ON, L8P 0A1

COMPANY OVERVIEW:

A startup company of Optimal Innovation Group Inc., the [Healthyher.Life](https://www.healthyher.life) is a Canadian women's health navigator web platform that provides women access to a suite of trusted hormonal health solutions, including a Knowledge Center, telehealth e-consults, our AI Health Concierge, Community Forum and Marketplace of health products. Through our navigation platform, our mission is to help women better manage a life-disrupting hormonal health condition such as Menopause, PCOS, Endometriosis, PMDD and Thyroid disorders. The platform has a growing community of 350+ registered members and 1800+ email and social subscribers; our venture has participated in several of Canada's top tech accelerator programs, including NEXT AI, Collision 2024, Communitech, Innovation Factory and Femtech Canada.

JOB SUMMARY:

We are seeking an experienced **Mobile App Content UX/UI Developer - Women's Health (Job T25003)** to join the team for a 4-6 month contract (with opportunity for extension), and support the development of our AI-technology solutions for women's health applications – namely our AI agent and virtual assistant, Hailey™ Your AI Health Concierge™. The AI technology is at an MVP stage and commercially operating, with a plan for scaleup integration and new feature development. Our ideal candidate would have past work experience with a track record of success in web/mobile app concept design, UX/UI workflow design, mobile app development for iOS and Android. We are looking for someone who is passionate about women's health, and wants to make their mark with a fresh brand-unified mobile app for a patient-centered health navigation platform that will stand out amongst the competition and help us remodel the women's health user experience. A desire for continuous learning, diversity of knowledge and skills, and a fast pace to design/build and deliver a useful product is something you thrive on.

DUTIES & RESPONSIBILITIES:

- Perform a design critique and needs assessment of our web platform content, against a competitive analysis of other similar platforms.
- Provide a design and development plan that will ensure Healthyher.Life is uniquely differentiated from other women's health apps; amplifies the UX functionality for Hailey™ Your AI Health Concierge™ tool.
- Regularly reviews new innovations and product features for femtech apps, AI agents, and women's health industry newsfeeds, literature, workshops, white papers to help keep our design fresh and relevant.
- Understands design features and data privacy compliance regulation for digital health applications (HIPAA, PIPEDA, GDPR).
- Works alongside the Healthyher.Life content marketing team to develop fresh new content on women's health for the website & mobile app, keeping it up to date, and current in design & function.

DESIRED SKILLS & QUALIFICATIONS:

- Minimum 2 years of web & mobile app design and development, with focus on UX/UI (front end) development for digital health apps.
- Minimum Bachelor's degree, in Computer Science/Math, Management Science, and similar with focus on UX/UI development skills)
- Past experience with mobile app software development tools: ***Please provide a link to your portfolio of past marketing content work.**
 - **work planning & project management planning** (e.g. Monday, Trello, GitHub, Confluence, JIRA);
 - **UX/UI design and development** (e.g. Figma, WIX, Webflow, Wordpress, InDesign, etc.);
 - **Software development** (e.g. React, PHP, javascript, etc.)
 - **graphic design** (Canva, Adobe Illustrator, etc.);
 - **video content editing** (Youtube, Vidyard, Vimeo, Power Director);
 - **AI-based content creator tools** (MidJourney, DALL-E, ChatGPT/Copilot, Gemini);
 - **SEO & marketing analytics** (Google Analytics, Semrush, etc.)
- Fluent in English language, with clear oral & written expression. Highly proficient in Office 365 software (strong competencies: Excel, Word, PowerPoint, Outlook).
- Experience with marketing data analytics & SEO: collecting the data, analysis and visual charting of the data (Excel, at minimum), interpreting the data insights to help us track success of our marketing goals and set the KPIs to increase member engagement.
- Excellent skills in project planning and coordination, visually organizing workflow information and critical analysis, strategic thinking, confidence when communicating,
- Passionate about women's health issues, knowledgeable about femtech innovation.
- Accountable for the quality of your development work; demonstrate ethical, responsible and trustworthy personal and work behaviours.

WHAT WE OFFER:

Note: as this job will be funded by hiring grants from the Government of Canada, only applicants who are Canadian citizens or Permanent Residents are eligible to apply.

- Hybrid work arrangement within the Toronto-West -Hamilton-Waterloo corridor; **requires working in-person** for 1 day at our coworking offices in Oakville and Hamilton. **Candidates we hire must have the ability to travel by car or public transit to either of these office locations.**
- We may provide an opportunity for professional development during the short internship to enhance learning and skills.
- Monthly paid lunch outing with the team (if working in the Greater Toronto-Hamilton-Waterloo Areas).
- Salary will be commensurate with industry standards (range from \$27-32 per hour), and based upon the candidate's past record of industry work experience in industry, program degree and year level, portfolio quality, and reference letters.

If this opportunity interests you, and you possess the skills and qualifications to succeed in this role, then please **forward your resume to careers@healthyher.life** . This job is only available to Canadian citizens or permanent residents of Canada. We thank all applicants who express an interest in the job opportunity, but only those applicants who meet our requirements will be invited for an interview. Healthyher.Life offers valuable business training, continuous learning and mentoring in technology, digital health, and women's health. Healthyher.Life's hiring practices are aligned with Canada's human rights laws and Ontario labour laws, and we ensure that every person is treated equally and fairly for employment, regardless of race, color, creed/religion, gender, sexual orientation, marital status, age, mental or physical disability.