



Hey! We're Hectre, a fast-growing Kiwi AgTech startup with a huge mission: revolutionizing the global fruit supply chain. We're all about slashing food loss, boosting efficiency, and making a real impact for our clients and, importantly, our planet.

Teamwork and a shared vision are everything to us. We thrive on fresh ideas, open comms, and people who love tackling tough problems together. Your voice matters here – no ideas lost in the void, no hierarchy getting in the way. We're a team of go-getters who back each other, challenge each other, and celebrate every win. If that sounds like you, let's talk!

The Opportunity

We're looking for a thoughtful, well-rounded **Product Designer** to lead the creation of intuitive, impactful experiences that drive customer success. This is a hands-on leadership role where you'll shape the future vision of Hectre's products, collaborating closely with cross-functional teams to solve meaningful challenges in the fresh produce industry. You'll also champion user-centered design across our product strategy, fostering a culture of creativity and experimentation.

What You'll Do

- **Lead Design Initiatives:** Own the end-to-end design process – discovery, ideation, prototyping, validation, delivery – ensuring a seamless user experience across platforms.
- **Champion Product Discovery:** Lead robust discovery practices focused on rapid iteration, problem framing, hypothesis testing, and customer validation.
- **Utilize AI Tools:** Leverage AI for rapid prototyping, generating design variations, testing ideas, and analyzing user behavior to accelerate workflows and elevate creativity.
- **Build Relationships with Users:** Develop deep empathy for our users (growers, packhouse staff, managers) through field visits and ongoing conversations to gain insights and refine product direction.
- **Collaborate Cross-Functionally:** Partner with PMs, engineers, data analysts, and field teams to co-create valuable solutions, balancing user needs with technical and business constraints.
- **Contribute to and Evolve Design Systems:** Help maintain and grow our design system for scalability, efficiency, and visual consistency across mobile and desktop.



- **Champion Design Culture:** Support and collaborate with other designers, encourage shared learning, and advocate for design best practices. Be a design ambassador through workshops, demos, and storytelling.
- **Measure Design Impact:** Establish success metrics, track outcomes, and evaluate design effectiveness in terms of user satisfaction, adoption, and business impact.
- **Communicate Clearly:** Present ideas and solutions confidently to stakeholders, providing clear rationales informed by research, data, and product strategy.

What You'll Bring:

- **Experience:** 8+ years of product design experience with a strong portfolio showcasing your process, outcomes, and storytelling.
- **Mobile & Web Fluency:** Deep experience designing for native mobile (iOS/Android) and responsive web. Flutter experience is a bonus!
- **AI Integration:** Working knowledge or strong interest in integrating AI into design workflows.
- **Discovery Leadership:** Proven ability to lead user research and discovery, turning insights into clear product opportunities.
- **Design Systems:** Comfortable contributing to and evolving scalable design systems.
- **Collaboration:** A connector, not a silo – you work closely and effectively with cross-functional teammates.
- **Adaptability:** Thrive in fast-paced, ambiguous environments, enjoying the process of figuring things out and iterating.
- **Communication:** Strong written and verbal communication, especially when explaining design decisions and user insights.
- **Empathy:** Deep care for users and their environment, energized by field visits and first-hand observation.

Why Join Hectre?

- **Make a Real Impact:** Help shape the tools powering sustainable food systems globally.
- **Be Close to the User:** Spend time on farms and in packhouses in some of the most beautiful places on earth, seeing your work in action.
- **Innovate with AI:** Push design boundaries by integrating emerging AI tools into your process.
- **Supportive Team Culture:** Join a team that values trust, autonomy, feedback, and fun.



- Continued Growth: Opportunities for personal and career development through mentorship, experimentation, and exposure to the full product lifecycle.

Ready to Thrive?

If you're a talented Product Designer who wants to work where nature, technology, and people intersect, this is your moment. Apply today and let's build something extraordinary together!

and we get it – no one ticks every box, and we're definitely not looking for a "unicorn." If you're a talented designer with a killer portfolio and you're stoked about leading and making an impact, we want to hear from you. This role is also perfect for experienced designers looking to step into leadership; people leadership experience is a great asset but not a must-have.

Please note: This is a hybrid role based in our Auckland office, requiring team members to work from the office at least 3 days per week.