State Bank of India

Central Recruitment & Promotion Department
Corporate Centre, Mumbai
Email: crpd@sbi.co.in

SBI RECOGNISED AS "WORLD'S BEST CONSUMER BANK-2025 AND "BEST BANK IN INDIA-2025" BY GLOBAL FINANCE

RECRUITMENT OF SPECIALIST CADRE OFFICERS ON CONTRACT & REGULAR BASIS
(ADVERTISEMENT NO: CRPD/SCO/2025-26/22)
ONLINE REGISTRATION OF APPLICATION & PAYMENT OF FEES: FROM 16.01.2026 TO 05.02.2026

State Bank of India invites online applications from eligible Indian citizens for appointment to the Specialist Cadre Officers Posts on Contract & Regular Basis. Candidates are requested to apply online through the link given on Bank's official website https://sbi.bank.in/web/careers/current-openings. The candidates, who intend to apply for the Post(s) are advised to apply only after carefully reading and understanding the undernoted contents of this notification.

IMPORTANT INSTRUCTIONS:

1.	Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the post(s), as on the date of eligibility. Candidates are required to apply online through the website **https://sbi.bank.in/web/careers/current-openings** The process of Registration is completed only when fee is deposited with the Bank through online mode on or before the last date for payment of fee.
2.	Candidates are required to apply for the post(s) online through the link given on Bank's official website only and no other mode of application will be entertained. Hard copy of application & other documents need not to be sent to this office. Candidates are advised in their own interest to apply online well before the closing date and not to wait till the last date to avoid the possibility of disconnection / inability/ failure to log on to the website on account of heavy load on internet or website jam. SBI does not assume any responsibility for the candidates not being able to submit their applications within the last date on account of aforesaid reasons or for any other reason beyond the control of SBI.
3.	Before submission of the application, candidates must check that they have filled in correct details in each respective field of the application form. After expiry of window for online application, no change/correction/modification will be allowed under any circumstances. Requests received in this regard in any form like Post, Email, by hand etc. shall not be entertained and will be summarily rejected.
4.	Candidates must have valid Email ID and Mobile phone number which should be kept active till the declaration of result and issuance of call letters on final selection, if any. It will help him/her in getting call letter/Interview advice etc. by email or over mobile by SMS.
5.	The Bank reserves the right to post / transfer the recruited / engaged officers to any of the offices of State Bank of India, in India or to depute to any of the associates / subsidiaries or any other organization depending upon the exigencies of the services. Request for posting / transfer to specific place / office may not be entertained.
6.	Candidates are advised to check Bank's website **https://sbi.bank.in/web/careers/current-openings** regularly for details and updates. **No separate intimation will be issued in case of any change / update. All Changes/ Updates/ revisions / Corrigendum / results / schedules / list of shortlisted / selected candidates etc. will be hosted only on Bank's website only.** The Call letter/ advice, wherever required, will be sent by e-mail only **(No hard copy will be sent)**.
7.	Candidates are required to upload all required documents (Resume, ID proof, Age proof, Caste Certificate (if applicable), PwBD Certificate (if applicable), Educational qualification, other qualifications/ certifications, Proof of Experience etc.) failing which their application / candidature will not be considered for Shortlisting / Interview.
8.	The Candidates applying for the post should ensure that their admission to all the stages of the recruitment (e.g. shortlisting, interview etc.) will be purely provisional subject to satisfying the prescribed eligibility conditions. Short listing will be provisional without verification of documents. Candidature will be subject to verification of all details/ documents with the original when a candidate reports for interview (if called).
9.	The selected candidates may be offered engagement/appointment in the bank subject to their completing other formalities such as verification of eligibility, credentials, certificates, satisfactory reports from the references, medical examination and verification of antecedents etc.
10.	Candidate(s) seeking age relaxation, fee exemption must submit valid requisite certificate of the Competent Authority in the prescribed format, when such certificate is sought at the time of document verification. Otherwise, their claim will not be entertained, and their candidature will be liable for cancellation / rejection.
11.	Candidates against whom there is/ are adverse report regarding character & antecedents, moral turpitude are not eligible to apply for the post. If any such adverse orders / reports against the shortlisted/ selected candidates is found/ received by the Bank post their selection, their candidature/ services will be rejected forthwith.
12.	In case more than one application (multiple applications) are submitted by a candidate for the same post, only the last valid (completed) application will be retained, and the application fee, if any, paid for the other registrations will stand forfeited. Further, multiple attendance/ appearance by a candidate at the time of interview / joining will result in rejection/ cancellation of candidature, summarily.

13.	The Bank reserves the right to change the notified vacancies including the reserved vacancies without assigning any reason(s), whatsoever.
14.	The Bank reserves the right to cancel / modify the recruitment process entirely or partially at any stage / time for any particular post / all the posts, if so warranted, without assigning any reason thereof and the Bank shall not be liable to refund the fee or pay any compensation to the applicant.
15.	Candidates furnishing false information / suppressing the facts will be disqualified and shall be liable for debarment and legal/criminal action. Candidates who attempt fraud/impersonation shall be liable to be debarred from future recruitment process conducted by the Bank.
16.	All appointments under this project shall be entirely at the discretion of the Bank and shall be made at the starting stage of the pay scale admissible to the post.
17.	The Bank will decide the Venues(s) / Centre(s) for interview, if shortlisted. Candidates will have to appear for the interview, if called, at a center / venue as decided by the Bank and no request in this regard will be entertained by the Bank.
18.	In case a candidate is called for interview and is found not satisfying the eligibility criteria (Age, Educational Qualification, Other qualification, Experience etc.) he/ she will neither be allowed to appear for the interview nor be entitled for reimbursement of any travelling expenses.
19.	In case more than one candidate score same marks as cut-off marks in the final merit list (common marks at cut-off point), such candidates will be ranked in the merit according to their age in descending order.
20.	The Bank takes no responsibility for any delay in receipt or loss of any communication, whatsoever.
21.	Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalized Banks and Financial Institutions are advised to submit **'No Objection Certificate' from their employer at the time of interview, failing which their candidature will not be considered** and travelling expenses, if any, otherwise admissible, will not be paid.
22.	In case of selection, candidates will be required to produce proper discharge certificate from the current employer at the time of taking up the engagement/appointment.
23.	**CIBIL**: **Candidates who have defaulted in repayment under any lending arrangement with Banks / NBFCs/ Financial Institutions including credit card dues and have not regularized / repaid their outstanding thereunder till the date of issuance of letter of offer of engagement/appointment by the Bank, shall not be eligible for engagement/appointment to the post. However, candidates who have regularized / repaid such outstanding on or before the date of issuance of offer of engagement/appointment, but whose CIBIL status has not been updated on or before the date of joining, shall have to either get the CIBIL status updated or produce the NOCs from lender to the effect that there is no outstanding with respect to the accounts adversely reflected in the CIBIL, failing which the letter of offer shall be withdrawn / cancelled. Thus, the candidates with record of default in repayment of loans/ credit card dues and/ or against whose name adverse report of CIBIL or other external agencies are available are not eligible for engagement/appointment.**

A. DETAILS OF POSTS/ NATURE OF ENGAGEMENT /GRADE / VACANCY/ AGE:

Sl. No.	Name & Type of Post	Nature of Engagement	Vacancies			PwBD # (Horizontal)	Age in years^ (As on 31.12.2025)	
			UR	OBC	Total	HI	Min	Max
1.	Vice President (UX)	Contractual	1	--	1	--	40	50
2.	Deputy Vice President (UX)		1	--	1	--	36	44
3.	Assistant Vice President (UX)		1	--	1	--	32	40
4.	Senior Special Executive (UI & UX)		3	--	3	1	28	37
5.	Deputy Manager (UI & UX)	Regular (MMGS-II)	5	1	6	1	25	35
	Total		**11**	**1**	**12**	**--**		

- Horizontal vacancy
^ Age relaxation is available as per Government of India guidelines.

ABBREVIATIONS: **UR –** Unreserved, **PwBD** - Persons with Benchmark Disabilities, **OBC**-Other Backward Classes, **HI**- Hearing Impaired.

IMPORTANT POINTS:

1. Reservation for PwBD candidates is horizontal and is included in the overall vacancy of the respective parent category (wherever applicable).

2. The number of vacancies including reserved vacancies mentioned above are **provisional and may vary** according to the actual requirement of the Bank.

3. Posting / Placement / Utilization of the selected candidates will be done at the sole discretion of the Bank.

4. Maximum age indicated is for Unreserved category candidates. **Relaxation in upper age limit** will be available to reserved category candidates as per Govt. of India guidelines (wherever applicable).

5. The reservation under various categories will be as per Government of India Guidelines (wherever applicable).

6. Candidate belonging to OBC category but coming in the 'Creamy Layer' are not entitled to OBC reservation and age relaxation. They should indicate their category as 'UR' or UR (PwBD) as applicable.

7. A declaration will have to be submitted in the prescribed format by candidates seeking reservation under OBC category stating that he/she does not belong to the creamy layer as on last date of online registration of application. **OBC certificate containing the 'non-creamy layer' clause, issued during the period 01.04.2025 to the date of interview, should be submitted by such candidates, if called for interview**. No request for extension of time for production of requisite certificate beyond the said date shall be entertained and candidature will be cancelled.

8. Candidates belonging to reserved category including Person with Benchmark Disabilities (PwBD) for whom no reservation has been mentioned are free to apply for vacancies announced for Unreserved category provided they fulfil all the eligibility criteria applicable to Unreserved Category.

9. Benefit of reservation/ relaxation (if any) under reserved category (i.e. SC, ST, OBC) including PwBD category can be availed of only upon production of valid Caste certificate issued by the Competent Authority on format **prescribed by the Government of India.**

10. Relaxation in Upper age limit shall be as below (if applicable):

Sl.	Category		Age relaxation (In years)
a)	Other Backward Classes (OBC) (Non-Creamy Layer)		3
b)	Scheduled Castes/ Scheduled Tribes (SC/ ST)		5
c)	Persons with Benchmark Disabilities (PwBD)	- PwBD (UR/ EWS)	10
		- PwBD (OBC)	13
		- PwBD (SC/ ST)	15

   NOTE: Cumulative age relaxation will not be available either under the above items or in combination with any other items. Candidates seeking age relaxation are required to submit copies of necessary certificate(s) at the time of interview, if shortlisted. No change in the category of any candidate is permitted after registration of online application, no correspondence/email/phone will be entertained in this regard.

11. PwBD candidate should produce a certificate issued by a competent authority as per the Government of India Guidelines(wherever applicable).

12. Only persons with **benchmark disabilities** would be eligible for reservation under PwBD category. "**Benchmark disability**" means a person with not less than 40% of a specified disability where specified disability has not been defined in measurable terms and includes the persons with disability, where disability has been defined in a measurable term, as certified by the certifying authority. A person who wants to avail the benefit of reservation will have to submit latest Disability Certificate, on prescribed format, issued by Medical Authority or any other notified Competent Authority (Certifying Authority). **The certificate should be dated on or before last date of registration of application. In absence of valid certificate, the candidature will be liable for cancellation / rejection and no communication in this regard will be entertained by the Bank.** Horizontal reservation has been provided to Persons with Benchmark Disabilities as per section 34 of "The Rights of Persons with Disabilities Act (RPWD), 2016". Suitable categories of disabilities and Functional requirements for the post(s) will be in reference to the Gazette of India, Notification No. 38-16/2020-DD-III dated 4th January 2021, Ministry of Social Justice and Empowerment [Department of Empowerment of Persons with Disabilities (Divyangjan)].

(B) Details of Educational Qualification/ Certification/ Work Experience/ Specific Skills Required:

Post No / Post Name	1 – Vice President (UX)
BASIC QUALIFICATION **(AS ON 31.12.2025)**	**Mandatory:** Bachelor of Design/ B.Tech/ B.E. in Computer Science/ Computer Science & Engineering/ Software Engineering/ Information Technology/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines **with minimum 50% score**. or MCA or M. Tech/ M. Sc in Computer Science/ Computer Science & Engineering/ Information Technology/ Software Engineering/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines. (From a University/ Institution/ Board recognized by Govt. Of India/ approved by Govt. Regulatory Bodies). **Preferred: M*aster's degree** in any of the following:* • *Design (Product/ Interaction/ Service/ Digital)* • *Human-Computer Interaction (HCI)* • *Computer Science / IT or equivalent* • *Business Administration with Digital/ Tech/ UX Specialization*
OTHER QUALIFICATION **(AS ON 31.12.2025)**	**Mandatory Certifications:** (Valid as on 31.12.2025) Anyone of the UX certifications: - Human Factors International (HFI): Certified Usability Analyst (CUA) - Human Factors International (HFI): Certified Experience Analyst (CXA) - Nielsen Norman Group (NNG): UX Certification - Interaction Design Foundation (IDF): UX Design Certification - Google UX Design Professional Certificate
WORK EXPERIENCE **(POST-BASIC QUALIFICATION)** **(AS ON 31.12.2025)**	**Mandatory:** Minimum Experience: 15 Years' experience in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer-facing company ➤ Relevant Experience: Out of 15 Years', at least 5 years of experience in User Experience (UX) **Note:** Candidates are required to produce up-to-date and full Experience Certificate, unambiguously indicating: (i) Nature of job, (ii) Dates and duration of experience, (iii) Level / position, (iv) Responsibilities etc. issued by the employer(s). However, if the candidate is unable to submit an Experience Certificate on the lines indicated above, any document unambiguously indicating the experience, nature of job and the period claimed may be submitted and it would be considered on merit at the discretion of the Bank and the decision of the Bank shall be final.
SPECIFIC SKILLS	i. Good knowledge of UX Design software (e.g. Figma, Adobe XD etc.) ii. Good to have basic coding knowledge (HTML, CSS, JavaScript) iii. Ability to interpret data, identify trends, and use insights to improve the user experience. iv. Understanding the business context, goals, and metrics is crucial for aligning UX with business objectives.

Post No / Post Name	2 – Deputy Vice President (UX)
BASIC QUALIFICATION **(AS ON 31.12.2025)**	**Mandatory:** Bachelor of Design/ B.Tech/ B.E. in Computer Science/ Computer Science & Engineering/ Software Engineering/ Information Technology/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines **with minimum 50% score**. or MCA or M. Tech/ M. Sc in Computer Science/ Computer Science & Engineering/ Information Technology/ Software Engineering/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines. (From a University/ Institution/ Board recognized by Govt. Of India/ approved by Govt. Regulatory Bodies).
OTHER QUALIFICATION **(AS ON 31.12.2025)**	**Mandatory Certifications:** (Valid as on 31.12.2025) Anyone of the UX certifications: - Human Factors International (HFI): Certified Usability Analyst (CUA) - Human Factors International (HFI): Certified Experience Analyst (CXA) - Nielsen Norman Group (NNG): UX Certification: - Interaction Design Foundation (IDF): UX Design Certification - Google UX Design Professional Certificate
WORK EXPERIENCE **(POST-BASIC QUALIFICATION)** **(AS ON 31.12.2025)**	**Mandatory:** Minimum Experience: 12 Years' experience in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer-facing company.

	➤ Relevant Experience: Out of 12 Years', at least 5 years of experience in User Experience (UX). **Note:** Candidates are required to produce up-to-date and full Experience Certificate, unambiguously indicating: (i) Nature of duties, (ii) Dates and duration of experience, (iii) Level / position, (iv) Responsibilities etc. issued by the employer(s). However, if the candidate is unable to submit an Experience Certificate on the lines indicated above, any document unambiguously indicating the experience, nature of duties and the period claimed may be submitted and it would be considered on merit at the discretion of the Bank and the decision of the Bank shall be final.
SPECIFIC SKILLS	i. Good knowledge of UX Design software (e.g. Figma, Adobe XD etc.) ii. Good to have basic coding knowledge (HTML, CSS, JavaScript) iii. Ability to interpret data, identify trends, and use insights to improve the user experience. iv.Understanding the business context, goals, and metrics is crucial for aligning UX with business objectives.

Post No / Post Name	3 – Assistant Vice President (UX)
BASIC QUALIFICATION (AS ON 31.12.2025)	**Mandatory:** Bachelor of Design/ B.Tech/ B.E. in Computer Science/ Computer Science & Engineering/ Software Engineering/ Information Technology/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines **with minimum 50% score**. or MCA or M. Tech/ M. Sc in Computer Science/ Computer Science & Engineering/ Information Technology/ Software Engineering/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines. (From a University/ Institution/ Board recognized by Govt. Of India/ approved by Govt. Regulatory Bodies).
OTHER QUALIFICATION (AS ON 31.12.2025)	**Mandatory Certifications:** (Valid as on 31.12.2025) Anyone of the UX certifications: - Human Factors International (HFI): Certified Usability Analyst (CUA) - Human Factors International (HFI): Certified Experience Analyst (CXA) - Nielsen Norman Group (NNG): UX Certification: - Interaction Design Foundation (IDF): UX Design Certification - Google UX Design Professional Certificate
WORK EXPERIENCE (POST-BASIC QUALIFICATION) (AS ON 31.12.2025)	**Mandatory:** Minimum Experience: 8 Years' experience in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer-facing company. ➤ Relevant Experience: Out of 8 Years', at least 3 years of experience in User Experience (UX). **Note:** Candidates are required to produce up-to-date and full Experience Certificate, unambiguously indicating: (i) Nature of duties, (ii) Dates and duration of experience, (iii) Level / position, (iv) Responsibilities etc. issued by the employer(s). However, if the candidate is unable to submit an Experience Certificate on the lines indicated above, any document unambiguously indicating the experience, nature of duties and the period claimed may be submitted and it would be considered on merit at the discretion of the Bank and the decision of the Bank shall be final.
SPECIFIC SKILLS	i. Vendor & partner management ii. Good knowledge of UX Design software (e.g., Figma, Adobe XD etc.) iii. Good to have basic coding knowledge (HTML, CSS, JavaScript) iv. Ability to interpret data, identify trends, and use insights to improve the user experience. v. Understanding the business context, goals, and metrics is crucial for aligning UX with business objectives.

Post No / Post Name	4 – Senior Special Executive (UI & UX)
BASIC QUALIFICATION (AS ON 31.12.2025)	**Mandatory:** Bachelor of Design/ B.Tech/ B.E. in Computer Science/ Computer Science & Engineering/ Software Engineering/ Information Technology/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines **with minimum 50% score**. or MCA or M. Tech/ M. Sc in Computer Science/ Computer Science & Engineering/ Information Technology/ Software Engineering/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines. (From a University/ Institution/ Board recognized by Govt. Of India/ approved by Govt. Regulatory Bodies).
OTHER QUALIFICATION (AS ON 31.12.2025)	**Mandatory Certifications:** (Valid as on 31.12.2025) Anyone of the UX certifications: - Human Factors International (HFI): Certified Usability Analyst (CUA)

	- Human Factors International (HFI): Certified Experience Analyst (CXA) - Nielsen Norman Group (NNG): UX Certification: - Interaction Design Foundation (IDF): UX Design Certification - Google UX Design Professional Certificate
WORK EXPERIENCE (POST-BASIC QUALIFICATION) **(AS ON 31.12.2025)**	**Mandatory:** Minimum Experience: 5 Years' experience in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer-facing company. ➢ Relevant Experience: Out of 5 Years', at least 2 years of experience in User Experience (UX). **Note:** Candidates are required to produce up-to-date and full Experience Certificate, unambiguously indicating: (i) Nature of duties, (ii) Dates and duration of experience, (iii) Level / position, (iv) Responsibilities etc. issued by the employer(s). However, if the candidate is unable to submit an Experience Certificate on the lines indicated above, any document unambiguously indicating the experience, nature of duties and the period claimed may be submitted and it would be considered on merit at the discretion of the Bank and the decision of the Bank shall be final.
SPECIFIC SKILLS	i. Good knowledge of UX Design software (e.g. Figma, Adobe XD etc.) ii. Good to have coding knowledge (HTML, CSS, JavaScript) iii. Ability to interpret data, identify trends, and use insights to improve the user experience. iv. Design Portfolio

Post No / Post Name	5 – Deputy Manager (UI & UX)
BASIC QUALIFICATION **(AS ON 31.12.2025)**	**Mandatory:** Bachelor of Design/ B.Tech/ B.E. in Computer Science/ Computer Science & Engineering/ Software Engineering/ Information Technology/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines **with minimum 50% score**. or MCA or M. Tech/ M. Sc in Computer Science/ Computer Science & Engineering/ Information Technology/ Software Engineering/ Electronics/ Electronics & Communications Engineering or Equivalent Degree in above specified disciplines. (From a University/ Institution/ Board recognized by Govt. Of India/ approved by Govt. Regulatory Bodies).
OTHER QUALIFICATION **(AS ON 31.12.2025)**	**Mandatory Certifications:** (Valid as on 31.12.2025) Anyone of the UX certifications: - Human Factors International (HFI): Certified Usability Analyst (CUA) - Human Factors International (HFI): Certified Experience Analyst (CXA) - Nielsen Norman Group (NNG): UX Certification: - Interaction Design Foundation (IDF): UX Design Certification - Google UX Design Professional Certificate
WORK EXPERIENCE (POST-BASIC QUALIFICATION) **(AS ON 31.12.2025)**	**Mandatory:** Minimum Experience: 4 Years' experience in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer-facing company. ➢ Relevant Experience: Out of 4 Years', at least 2 years of experience in User Experience (UX). **Note:** Candidates are required to produce up-to-date and full Experience Certificate, unambiguously indicating: (i) Nature of duties, (ii) Dates and duration of experience, (iii) Level / position, (iv) Responsibilities etc. issued by the employer(s). However, if the candidate is unable to submit an Experience Certificate on the lines indicated above, any document unambiguously indicating the experience, nature of duties and the period claimed may be submitted and it would be considered on merit at the discretion of the Bank and the decision of the Bank shall be final.
SPECIFIC SKILLS	i. Good knowledge of UX Design software (e.g. Figma, Adobe XD etc.) ii. Good to have coding knowledge (HTML, CSS, JavaScript) iii. Ability to interpret data, identify trends, and use insights to improve the user experience. iv. Design Portfolio

IMPORTANT POINTS:

1 The educational qualification prescribed for the post is minimum. Candidate must possess the Post Basic qualification and relevant full-time experience as on specified dates.

2 **The relevant experience certificate from the employer must contain specifically that the candidate had experience in that related field as required.**

3 In cases the certificate of degree/diploma does not specify the field of specialization, the candidate will have to produce a certificate from the concerned university/college specifically mentioning the specialization.

C. DETAILS OF BRIEF JOB PROFILE, ROLE & RESPONSIBILITIES, FUNCTIONS & ACTIVITIES:

SI	POST	Detail description of Job Profile, Role, Responsibilities, and Functions.
1.	**Vice President (UX)**	**Job Profile:** ➢ It is a strategic leadership role responsible for defining and driving the overall user experience vision and strategy across the bank. ➢ This role involves building and leading a team of UX professionals, overseeing the end-to-end design process, and ensuring a user-centric approach is embedded across the bank's digital interfaces. ➢ Define governance, workflow, SOPs etc. for smooth functioning of 'Centre of Excellence for User Experience' (UX CoE) ➢ Drive innovation, cross-functional initiatives and engagement associated with UX. ➢ Own "UX CoE" performance metrics and resource planning **KRAs:** ➢ Lead 'UX CoE' as 'UX CoE' Head with a team of UX specialists & maintain digital design repository for reusability and faster development. ➢ Create a design intake framework for structured engagement with product / business units. ➢ Annually review and update design system as per latest industry trends and get the changes approved from the appropriate authority. ➢ Review visual design / prototype of new proposed digital journey or enhancement in existing journeys to ensure that these are aligned with Bank's design system. ➢ Engage 'UX CoE' with UAT & CUG testing of proposed new journeys or enhancements in existing journeys with respect to visual design / prototype. ➢ Gather insights from available data like business numbers and hits to justify the user flow in visual design/prototype and suggest enhancement, if any. ➢ Arrange for periodic UI/UX audit of all the customer facing digital interfaces of the Bank and suggest changes for enhancement to achieve consistency in design and experience. ➢ Analyze app/website related user feedback received from different channels from UI/UX perspective. ➢ Suggest enhancements about UI/UX issues to respective BUs/Departments and keep engaged with BUs/Departments till closure. ➢ Monitor and review customer communication template of Email, SMS, In App notification, In App banner and website banner for consistency across all customer communications. ➢ Institute design approval checkpoints for all public facing digital releases. ➢ xii. Conduct primary and secondary research related to best practices followed across industry for seamless user experience and engagement and share insights with different stakeholders for implementation.
2.	**Deputy Vice President (UX)**	**Job Profile:** ➢ Work with "UX CoE" Head in day-to-day functioning of "UX CoE" ➢ Integrate user-centricity across product development cycles by integrating research, prototyping, testing, and feedback loops using agile methodology. ➢ iii. Oversee periodic UX reviews, audits, and benchmarking exercises against industry best practices and regulatory benchmarks. ➢ iv. Take initiatives to imbibe the bank wide UX mindset through workshops, seminars etc.. **KRAs:** ➢ Annually review and update design system as per latest industry trends and get the changes approved from the appropriate authority. ➢ Review visual design / prototype of new proposed digital journey or enhancement in existing journeys to ensure that these are aligned with Bank's design system. ➢ Engage 'UX CoE' with UAT & CUG testing proposed new journeys or enhancements in existing journeys with respect to visual design / prototype. ➢ Analyze app/website related user feedback received from different channels from UI/UX perspective. ➢ Suggest enhancements to UI/UX issues to respective BUs/Departments and keep engaged with BUs/Departments till closure. ➢ Facilitate cross-vendor design standardization. ➢ Maintain vendor/partner dashboards and quality scorecards. ➢ Support vendor-led innovation sprints under 'UX CoE' guidance
3.	**Assistant Vice President (UX)**	**Job Profile:** ➢ Work with 'UX CoE' Head in day-to-day functioning of 'UX CoE' for requirements related to vendors/partners. ➢ Integrate user-centricity across product development cycles by integrating research, prototyping, testing, and feedback loops for requirement related to vendors/partners **KRAs:** ➢ Partner with product owners and tech teams ➢ Convert business requirements into UI/UX journeys. ➢ Co-create wireframes, mock-ups, and prototypes. ➢ Track design milestones and sprint outcomes

		➤ Ensure reusability and adoption of core design assets. ➤ Conduct user feedback sessions and post-release design audits. ➤ Manage empanelment, onboarding, and governance of design vendors. ➤ Conduct QA reviews of partner-delivered artefacts. ➤ Align vendor/partner designs with approved guidelines. ➤ Facilitate cross-vendor design standardization. ➤ Maintain vendor/partner dashboards and quality scorecards. ➤ Support vendor-led innovation sprints under 'UX CoE' guidance ➤ Analyze app/website related user feedback received from different channels from UI/UX perspective. ➤ Suggest enhancements about UI/UX issues to respective BUs/Departments and keep engaged with BUs/Departments till closure.
4.	**Senior Special Executive** **(UI & UX)**	**Job Profile:** ➤ Lead UX design for journeys and flows ➤ Create wireframes, personas, and information architecture. ➤ Support usability testing and prototyping ➤ Refactor existing flows based on user insights. ➤ Provide design mentorship to junior UX team members ➤ Support research planning, execution, and synthesis ➤ Tag friction points from analytics tools and user feedback ➤ Maintain research libraries and insight dashboards. ➤ Support documentation for internal design reviews. **KRAs:** ➤ Review visual design / prototype of new proposed digital journey or enhancement in existing journeys to ensure that these are aligned with Bank's design system. ➤ Conduct UAT & CUG testing of proposed new journeys or enhancements in existing journeys with respect to visual design / prototype. ➤ Arrange for periodic UI/UX audit of all the customer facing digital interfaces of the Bank and suggest changes for enhancement to achieve consistency in design and experience. ➤ Suggest enhancements about UI/UX issues to respective BUs/Departments and keep engaged with BUs/Departments till closure. ➤ Analyze app/website related user feedback received from different channels from UI/UX perspective. ➤ Gather insights from available data like business numbers and hits to justify the user flow in visual design/prototype and suggest enhancement, if any. ➤ Monitor and review customer communication template of Email, SMS, In App notification, In App banner and website banner for consistency across all customer communications. ➤ Conduct primary and secondary research related to best practices followed across industry for seamless user experience and engagement and share insights with different stakeholders for implementation.
5.	**Deputy Manager** **(UI & UX)**	**Job Profile:** ➤ Design UX for journeys and flows ➤ Create wireframes, personas, and information architecture. ➤ Conduct usability testing and prototyping. ➤ Refactor existing flows based on user insights ➤ Support research planning, execution, and synthesis ➤ Tag friction points from analytics tools and user feedback ➤ Maintain research libraries and insight dashboards. ➤ Support documentation for internal design reviews. **KRAs:** ➤ Review visual design / prototype of new proposed digital journey or enhancement in existing journeys to ensure that these are aligned with Bank's design system. ➤ Conduct UAT & CUG testing of proposed new journeys or enhancements in existing journeys with respect to visual design / prototype. ➤ Arrange for periodic UI/UX audit of all the customer facing digital interfaces of the Bank and suggest changes for enhancement to achieve consistency in design and experience. ➤ Suggest enhancements about UI/UX issues to respective BUs/Departments and keep engaged with BUs/Departments till closure. ➤ Gather insights from available data like business numbers and hits to justify the user flow in visual design/prototype and suggest enhancement, if any. ➤ Analyze app/website related user feedback received from different channels from UI/UX perspective. ➤ Monitor and review customer communication template of Email, SMS, In App notification, In App banner and website banner for consistency across all customer communications. ➤ Conduct primary and secondary research related to best practices followed across industry for seamless user experience and engagement and share insights with different stakeholders for implementation.

Remarks: Actual KRAs shall be assigned on joining. Roles / Responsibilities / Job Profile mentioned above are illustrative. Roles / Responsibilities / Activities / Key Interactions/ Jobs in addition to the above mentioned may be assigned by the Bank from time to time depending upon the requirement.

(D) REMUNERATION /CONTRACT PERIOD/SUGGESTED PLACE OF POSTING:

Sl. No.	Name of Post	Annual CTC Upper Range^ (Rs In Lakhs)	Bifurcation of Annual CTC		Contract Period $	Place of Posting
1	Vice President (UX)	80.00	Fixed Pay	90% of CTC	5 Years	Mumbai or anywhere in India, in case of any administrative requirement.
2	Deputy Vice President (UX)	60.00	Variable Pay#	10% of CTC		
3	Assistant Vice President (UX)	45.00	Annual Increment Band^^	Upto 10%		
4	Senior Special Executive (UI & UX)	40.00				
5	Deputy Manager (UI & UX)	**Basic: 64820-2340/1-67160-2680/10-93960** (The official will be eligible for DA, HRA, CCA, PF, Contributory Pension Fund i.e., NPS, LFC, Medical Facility, leave etc. as per rules in force from time to time and Salary and perks as per Bank's salary structure)			**REGULAR POST**	

^ Annual CTC is negotiable and will depend upon experience & current emoluments of candidates in the present employment & place of posting.
$ The contract can be terminated at any time, without prejudice, by giving 3 Months' notice from either side or on payment/surrender of 3 Months' compensation amount in lieu thereof.
^^ Annual increment if any proposed second years onwards upto 10% (Depending on performance)
 # The variable pay structure, depending on the performance of the contractual officer will be as under:

99 to 100%	100%
97 to 98.99 %	90%
94 to 96.99%	80%
90 to 93.99%	70%
Below 90%	NIL

E. SELECTION PROCESS: The selection will be on the basis of **Shortlisting and Interview.**

❖ **Shortlisting**: **Mere fulfilling the minimum qualification and experience will not vest any right to candidate for being called for interview.** The shortlisting committee constituted by the Bank will decide the shortlisting parameters and thereafter, adequate number of candidates, as decided by the Bank, will be shortlisted for interview. The decision of the Bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard.

❖ **Interview:** Interview will carry 100 marks. The qualifying marks in interview will be decided by the Bank. No correspondence will be entertained in this regard.

❖ **Merit List:** Merit list for selection will be prepared in descending order based on scores obtained in interview only. In case more than one candidate score the cut-off marks (common marks at cut-off point), such candidates will be ranked according to their age in descending order, in the merit list.

F. CALL LETTER FOR INTERVIEW: Intimation/call letter for interview will be uploaded on bank's website or sent by email, as decided by the Bank. **NO HARD COPY WILL BE SENT.**

G. HOW TO APPLY: Candidates should have **valid Email ID** which should be kept active till the declaration of result. It will help him/her in getting call letter/ interview advice etc. by email.

GUIDELINES FOR FILLING ONLINE APPLICATION	GUIDELINES FOR PAYMENT OF FEES
i. Candidates will be required to register themselves online through the link available on SBI website **https://sbi.bank.in/web/careers/current-openings** and pay the application fee using Internet Banking/ Debit Card/ Credit Card/ UPI etc.	i. Application fees and Intimation Charges (Non-refundable) is ₹ 750/- (₹Seven Hundred Fifty only) for General/EWS/OBC candidates and no fees/intimation charges for SC/ ST /PwBD candidates.
ii. Candidates should first scan their latest photograph and signature. Online application will not be registered unless candidate uploads his/ her photo and signature as specified on the online registration page (under 'How to Upload Document").	ii. After ensuring correctness of the particulars in the application form, candidates are required to pay the fees through payment gateway integrated with the application. No change/ edit in the application will be allowed thereafter.
iii. Candidates should fill the application carefully. Once application is filled-in completely, candidate should submit the same. In the event of candidate not being able to fill the application in one go, he can save the information already entered. When the information/ application is saved, a provisional registration number and password is generated by the system and displayed on the screen. **Candidate should note down the registration number and password.** They can re-open the saved application using registration number and password and edit the particulars, if needed. This facility of editing the saved information will be available for three times only. Once the application is filled completely, candidate should submit the same and proceed for online payment of fee.	iii. Fee payment will have to be made online through payment gateway available thereat. The payment can be made by using Debit Card/ Credit Card/ Internet Banking/ UPI etc. by providing information as asked on the screen. Transaction charges for online payment, if any, will be borne by the candidates.
	iv. On successful completion of the transaction, e-receipt and application form, bearing the date of submission by the candidate, will be generated which should be printed and retained by the candidate.
	v. If the online payment of fee is not successfully completed in first instance, please make fresh attempts to make online payment.
	vi. A provision is there to reprint the e-Receipt and Application form containing fee details, at later stage.
iv. **After registering online, the candidates are advised to take a printout of the system generated online application form.**	vii. **Application Fee once paid will NOT be refunded on any account NOR can it be adjusted for any other examination or selection in future.**
v. Candidates seeking Age relaxation are required to submit copies of necessary certificates at the time of document verification. No change in category of any candidate is permitted after registration of online application.	

H. HOW TO UPLOAD DOCUMENTS:

a. Details of Document to be uploaded:	**d. Document file type/ size:**
i. Recent Photograph	i. All Documents must be in PDF (except Photograph & Signature)
ii. Signature	ii. Page size of the document to be A4
iii. Biodata (Format Attached) (PDF)	iii. Size of the file should not be exceeding 500 kb.
iv. Resume (PDF)	iv. In case of Document being scanned, please ensure it is saved as PDF and size not more than 500 kb as PDF. If the size of the file is more than 500 kb, then adjust the setting of the scanner such as the DPI resolution, no. of colors etc., during the process of scanning. Please ensure that Documents uploaded are clear and readable.
v. ID Proof (PDF)	
vi. Proof of Date of Birth (PDF)	
vii. Educational Certificates: Relevant Mark-Sheets/ Degree Certificate (PDF)	
viii. Experience certificates (PDF)	
ix. Caste Certificate / EWS Certificate (if applicable) (PDF)	
x. PwBD Certificate (if applicable) (PDF)	
xi. Preferred qualification / Certification (if any) (PDF)	
xii. Form-16/Offer Letter/Latest Salary slip from current employer (PDF)	
xiii. CTC Form for Contractual Posts only.	

b. Photograph file type/ size:

i. Photograph must be a recent passport style colour picture.

ii. Size of file should be between 20 kb - 50 kb and Dimensions 200 x 230 pixels (preferred)

iii. Make sure that the picture is in colour, taken against a light-coloured, preferably white, background.

iv. Look straight at the camera with a relaxed face

v. If the picture is taken on a sunny day, have the sun behind you, or place yourself in the shade, so that you are not squinting and there are no harsh shadows

vi. If you have to use flash, ensure there's no "red-eye"

vii. If you wear glasses make sure that there are no reflections, and your eyes can be clearly seen.

viii. Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face.

ix. Ensure that the size of the scanned image is not more than 50kb. If the size of the file is more than 50 kb, then adjust the settings of the scanner such as the DPI resolution, no. of colour etc., during the process of scanning.

c. Signature file type/ size:

i. The applicant has to sign on white paper with Black Ink pen.

ii. The signature must be signed only by the applicant and not by any other person.

iii. The signature will be used to put on the Call Letter and wherever necessary.

iv. Size of file should be between 10 kb - 20 kb and Dimensions 140 x 60 pixels (preferred).

v. Ensure that the size of the scanned image is not more than 20 kb.

vi. **Signature in CAPITAL LETTERS shall NOT be accepted**.

e. Guidelines for scanning of photograph/ signature/ documents:

i. Set the scanner resolution to a minimum of 200 dpi (dots per inch)

ii. Set Color to True Color

iii. Crop the image in the scanner to the edge of the photograph/ signature, then use the upload editor to crop the image to the final size (as specified above).

iv. The photo/ signature file should be JPG or JPEG format (i.e. file name should appear as: image01.jpg or image01.jpeg).

v. Image dimensions can be checked by listing the folder/ files or moving the mouse over the file image icon.

vi. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50 kb & 20 kb respectively by using MS Paint or MSOffice Picture Manager. Scanned photograph and signature in any format can be saved in .jpg format by using 'Save As' option in the File menu. The file size can be reduced below 50 kb (photograph) & 20 kb (signature) by using crop and then resize option (Please see point (i) & (ii) above for the pixel size) in the 'Image' menu. Similar options are available in another photo editor also.

vii. While filling in the Online Application Form the candidate will be provided with a link to upload his/her photograph and signature.

f. Procedure for Uploading Document:

i. There will be separate links for uploading each document.

ii. Click on the respective link "Upload"

iii. Browse & select the location where the JPG or JEPG, PDF etc. file has been saved.

iv. Select the file by clicking on it and click the 'Upload' button.

v. Click Preview to confirm the document is uploaded and accessible properly before submitting the application. If the file size and format are not as prescribed, an error message will be displayed

vi. Once uploaded/ submitted, the Documents uploaded cannot be edited/ changed.

vii. **After uploading the photograph/ signature in the online application form candidates should check that the images are clear and have been uploaded correctly.** In case the photograph or signature is not prominently visible, the candidate may edit his/ her application and re-upload his/ her photograph or signature, prior to submitting the form. **If the face in the photograph or signature is unclear the candidate's application may be rejected.**

I. GENERAL INFORMATION:

I. Before applying for the post, the applicant should ensure that he/ she fulfils the eligibility and other norms mentioned above for that post as on the specified date and that the particulars furnished by him/ her are correct in all respects.

II. Candidates belonging to reserved category including, for whom no reservation has been mentioned, are free to apply for vacancies announced for General category provided they must fulfil all the eligibility conditions applicable to General category.

III. **In case it is detected at any stage of recruitment that an applicant does not fulfil the eligibility norms and/ or that he/ she has furnished any incorrect/ false information or has suppressed any material fact(s), his/ her candidature will stand cancelled. If any of these shortcomings is/ are detected even after engagement/appointment / final selection, his/ her contracts/services are/ is liable to be terminated forthwith.**

IV. The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly filled.

V. Engagement/Appointment of selected candidate is subject to his/ her being declared medically fit as per the requirement of the Bank. Such engagement/appointment will also be subject to the service and conduct rules of the Bank for such post in the Bank, in force at the time of joining the Bank.

VI. Candidates are advised to keep their e-mail ID active for receiving communication viz. call letters/ Interview date advice etc., as no communication may be sent in hard copy.

VII. The Bank takes no responsibility for any delay in receipt or loss of any communication whatsoever.

VIII. Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalized Banks and Financial Institutions are advised to submit **'No Objection Certificate' from their employer at the time of interview**, failing which their candidature shall not be considered and travelling expenses, if any, otherwise admissible, will not be paid.

IX. In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.

X. Candidates are advised in their own interest to apply online well before the closing date and not to wait till the last date to avoid the possibility of disconnection / inability/ failure to log on to the website on account of heavy load on internet or website jam. SBI does not assume any responsibility for the candidates not being able to submit their applications within the last date on account of aforesaid reasons or for any other reason beyond the control of SBI.

XI. DECISION OF BANK IN ALL MATTERS REGARDING ELIGIBILITY, CONDUCT OF INTERVIEW, OTHER TESTS AND SELECTION WOULD BE FINAL AND BINDING ON ALL CANDIDATES. NO REPRESENTATION OR CORRESPONDENCE WILL BE ENTERTAINED BY THE BANK IN THIS REGARD.

XII. The applicant shall be liable for civil/ criminal consequences in case the information submitted in his/ her application are found to be false at a later stage.

XIII. Merely satisfying the eligibility norms does not entitle a candidate to be called for interview. Bank reserves the right to call only the requisite number of candidates for the interview after preliminary screening/ short-listing with reference to candidate's qualification, suitability, experience etc.

XIV. In case of multiple application, only the last valid (completed) application will be retained, the application fee/ intimation charge paid for other registration will stand forfeited.

XV. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/ or an application in response thereto can be instituted only in Mumbai and Courts/ Tribunals/ Forums at Mumbai alone shall have sole and exclusive jurisdiction to try and entertain any cause/ dispute.

XVI. Outstation candidates, who may be called for interview after short-listing will be reimbursed the cost of travelling by Air fare (Economy Class) for the shortest route in India, as given below

Post	Reimbursement Limit
(i) Senior Special Executive (UI &UX) (ii) Deputy Manager (UI & UX)	Reimbursement of Air Fare up to Rs. 10,000 (Total for both sides) or actual fare whichever is lower.
(i) Deputy Vice President (UX) (ii)Assistant Vice President (UX)	Reimbursement of Air Fare upto Rs. 15,000 (Total for both sides) or actual fare whichever is lower.
(i) Vice President (UX)	Reimbursement of actual Air Fare (Economy Class).

XVII. Request for change / correction in any particulars (including category in the application form, once submitted will not be entertained under any circumstances. No correspondence/phone/email will be entertained in this regard. Candidates are advised to fill up the online application carefully and furnish the correct information in this application.

XVIII. **BANK RESERVES RIGHT TO CANCEL / MODIFY THE RECRUITMENT PROCESS EITHER ENTIRELY OR PARTIALLY AT ANY STAGE / TIME FOR ANY PARTICULAR POST / ALL THE POST WITHOUT ASSIGNING ANY REASONS THEREOF, WHATSOEVER.**

XIX. **At the time of interview, the candidate will be required to provide details regarding criminal cases pending against him/her, if any.**
Suppression of material facts will result in cancellation/ termination of candidature at any point, even if the candidate is selected, his/her selection will be canceled in such circumstances. The Bank may also conduct independent verification, inter alia, including verification of Police Records, etc. The Bank reserves the right to deny the engagement/appointment depending upon such disclosure and/or independent verification.

For any query, please write to us through link "CONTACT US/ Post Your Query" which is available on Bank's website (https://sbi.bank.in/web/careers/post-your-query)
The Bank is not liable for printing errors, if any.

Mumbai
16.01.2026

GENERAL MANAGER (RP&PM)

HOW TO APPLY

Login to https://sbi.bank.in/web/careers/current-openings

Scroll down and click on the respective advertisement.

Download advertisement no. CRPD/SCO/2025-26/19
(Carefully read the detailed advertisement)

Apply Online
(Before final submission, please go through your application.
Corrections will not be allowed after final submission)