

# Digital Designer

## Job Description

The core responsibility of a Digital Designer is to fulfill web design projects, including full site and mobile pages, display ads, emails, occasional print collateral, social media graphics and other digital projects as assigned. You will develop the ability to identify business needs and product requirements and transform that understanding into user-focused and intuitive products, interfaces, and platforms for mobile and web.

## Responsibilities

You will work closely with our senior designer, interactive business strategists, content team, analysts, and other key stakeholders. You must be a team player. The Digital Designer will receive training from other members of the team and will need to work independently and quickly get up to speed on design standards, assigned brand preferences, workflow and project schedules. The role must work collaboratively with internal and external stakeholders to design that meets company standards. Your core tasks will include the creation of display ads, social ads, landing page mockups, web page wireframes and concepts and presentation design. This role will report and take primary direction from the Senior Designer, but may also be guided by other stakeholders within the company.

### ✓ Web Design (20%)

- Arranges the layout of graphics and copy and participates in creative project development based upon supplied guidelines and instructions, brand protocol, available space, knowledge of layout principles, and aesthetic design concepts.
- Proofs each assigned project for quality and accuracy prior to internal review.
- Make changes as indicated on proofs and requested by the client taking into consideration set standards, communicating directly with commenters as needed.

### ✓ UI/UX (20%)

- Gathers and evaluates user requirements in collaboration with strategists, project managers, content team and software engineers
- Designs user experiences from low-fidelity sketches to hi-fidelity pixel-perfect mockups.
- Creates rapid prototypes to validate design concepts with



## Company

Envano Inc

## Job Category

Digital Marketing, Graphic Design, Web Design, UX Design, UI Design

## Career Level

Experienced

## Status

Full-time position with Benefits, 401K w/match and Paid Time Off

## Experience

Related work experience with supporting portfolio

## Education

Bachelor's Degree or equivalent portfolio

## Contact

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stakeholders and customers.

- Validates ideas and concepts using split A/B tests and usability testing.
- Researches current marketing and communication trends to ensure designs are appropriate for the target audience, communicates with superiors during the development process, confirms project specs/deliverables during the pre-production phase.
- Actively seeks to improve knowledge in sales, reporting/impact metrics, marketing, brand establishment, customer support, and other areas of the business.

✓ **Graphic Design (40%)**

- Creates engaging digital marketing ads, presentations and documents
- Creates digital and, on occasion, print experiences considering current and future usability, functionality, product/service knowledge, brand standards, sales trends, and available information. Suggests design possibilities and confers with stakeholders as opportunities arise.

✓ **Misc (20%)**

- Meets regularly with the design team, development team, content team, and other team members as needed to carry out projects.
- Works with the development team to evaluate project performance and establish benchmarks and to identify potential areas of improvement.
- Demonstrate collaboration skills by providing input and seeking direction and expectation from stakeholders and design supervisors.
- Follows a production timeline to ensure tasks are completed by their scheduled due dates. Communicates with the Senior Designer on any issues that may jeopardize a project deadline.
- Stays on top of current hardware/software and understands different design application techniques in a fast-changing business.
- Collaborates and communicates professionally with clients and internal teams.

**Requirements**

- ✓ Familiar with responsive web design and frameworks that incorporate strong grid principles.
- ✓ Online portfolio of work that demonstrates systematic and creative design thinking as well as an understanding of UI/UX conventions.

- ✓ Ability to recognize and predict use cases and user interaction, including desire paths as well as edge cases, and incorporate them into designs.
- ✓ Understanding of accessibility requirements and the ability to incorporate those requirements into designs.
- ✓ Strong verbal and written communication skills (the ability to effectively communicate an idea).
- ✓ Basic understanding of information design/architecture, design principles, and user psychology.
- ✓ Ability to manage time wisely across projects and competing priorities, meet agreed-upon deadlines, and accountability for work.
- ✓ Strong foundation in graphic design, motion graphics, digital art, a sensitivity to typography, color, layout, and general awareness of materials/textures.
- ✓ Basic understanding of video production/editing and photo manipulation.
- ✓ Basic understanding of motion graphics and animations
- ✓ Agency experience preferred.
- ✓ Proficient with most major trade-related software applications, such as Photoshop, Illustrator, InDesign, and Adobe XD.

### **Characteristics Of Qualified Candidates**

- ✓ Self-motivated and entrepreneurial
- ✓ Ability to exercise both technical and creative design skills
- ✓ Attention to detail
- ✓ A contagious desire to learn, try something new, and not only embrace, but create change
- ✓ Relationship skills to build rapport with outside vendors, partners, other agencies, etc.
- ✓ Excellent communication skills, including basic presentation abilities
- ✓ Proven ability to set, manage and meet deadlines and work under pressure

# About Us

For more than a decade, Envano has worked to help leaders navigate rapid change and align their physical and digital experience. Our goal is to help you find value in the ever changing digital world and realize your desired business impact.

## What makes a good Envano Team Member?

We seek to redefine the landscape in interactive business, whether it's marketing, sales or service for and with our clients. We don't develop technology, we leverage it at the right time, in the right way to the benefit of our client partners. Our team is filled with dynamic, assertive thought leaders who excel in their chosen disciplines. Yet, we all understand and accept that we are only one piece of a successful team. Passionate, exuberant, feisty, challenging, assertive, innovative, and creative are all words that are used to describe us.

We seek to understand our clients' goals and objectives and provide unique and often challenging insight in our field of expertise. Today it is mobile, augmented reality, tomorrow is what? You may not know but we are already experimenting, playing with, and learning what is going to help our clients WIN into the future.



### **You're Curious**

You seek to learn new things and are excited to look at the world differently. You are great at helping clients see through different lenses and understand different ways of approaching problems.



### **You've Got Serious Skills**

You are not afraid of working with a passionate group, even if they challenge you professionally. You are not afraid of being held accountable by your team and our clients.



### **You Love Technology**

You are connected. Maybe you blog, Tweet, Facebook, or are LinkedIn. You try new apps and software, love getting new devices, and turn to Wikipedia or Google when you want to know about something.



### **You're Nimble**

You are not afraid of hard problems or seemingly impossible challenges. Change doesn't scare you, it energizes you.



### **You're a Goof**

You think about your work all the time, in fact you have trouble knowing when you are working and playing.