

Title: Web & Graphic Designer (Freelancer/Part-time)
Reporting to: Manager, Marketing Communications

Summary of role:

You will be part of a team involved in major website project launches, as well as the creation of visually engaging, innovative and functional digital products on a daily basis. Adaptability across multiple platforms and the ability to bring a creative vision to life will not only be welcomed but celebrated.

Job Scope

- Generate clear ideas, concepts and designs of creative assets from beginning to end.
- Work collaboratively with other designers to ensure a consistent, integrated brand perception and user-experience and also work collaboratively with web developers to ensure that design concepts will work across all platforms and devices.
- Translate project requirements, user needs, technical requirements into designs that are visually enticing, easy to use, emotionally engaging and built on UX best practices.
- Build and refine graphic designs for websites, applications and emails. Must have strong skills in at least one of the following: Photoshop, XD, Sketch, InvisionApp, UX Pin, or equivalent application(s).
- Provide thought-leadership on web design best practices and next-generation digital trends.

Requirements

- A strong visual and technical portfolio.
- Have highly competent skills with design software packages.
- Knowledge of visual communication and design which includes animation, illustration and graphic design.
- Knowledge of browser compatibility across multiple platforms and devices.
- Strong ability to design with accessibility in mind.
- Understanding of UI/UX to create responsive designs (both functional and appealing) that can work across all digital platforms and devices.
- Having a good knowledge of web development software and languages (HTML, CSS and JavaScript) is an advantage.