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# Example of Designer, Visual Designer Job Description

Our growing company is searching for experienced candidates for the position of designer, visual designer. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for designer, visual designer

* Create wireframes, storyboards, user flows, and IA maps to effectively communicate interaction and design ideas
* Iterate off of wireframes and execute all visual design stages (from concept to delivery)
* Help establish and promote design guidelines, best practices, and standards
* Understanding responsive design and working across multiple devices
* Experience of applying user centred design methods on commercial projects
* Command of leading design software applications Adobe CC, Axure
* Delight and engage users with crisp visual product design
* Produce visual concepts, detailed design mockups, specifications and optimized assets
* Design beautiful and engaging advertising creative in support of marketing and merchandizing initiatives across video, digital, social media, print, merchandising, out-of-home and any other assets as deemed necessary
* Support the design team by producing, managing and uploading graphic assets

## Qualifications for designer, visual designer

* At least 2 years experience in HTML and Cascading Style Sheets (CSS)
* Extraordinary sense of aesthetic with research methodologies, creating personas, user scenario flows, usability testing, task analysis and information architecture
* Collaborate with colleagues on the academic and customer success teams to turn ideas and sketches of materials into high-quality, professional resources that will be printed or viewed online
* Assist the Marketing and Communications Manager with curricular, training, sales, and customer collateral that is easy to understand and delightful to look at
* Update and maintain existing presentations and materials to meet new branding and designs
* Review and improve all external-facing presentations, videos, and other collateral created by your colleagues