



Example of Designer, Web Job Description

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Our growing company is hiring for a designer, web. 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, web

- Design visually compelling graphics for email marketing campaigns, footers and social media posts
- Create personalised email templates and set up analytics
- Responsible for the design of graphics for web pages, multimedia, GUIs and communications
- Understands and produces clean, modern designs and layouts
- Utilizes mock-ups, prototypes, and graphic pre-designs where appropriate
- Maintain social media profiles look and feel for Aurora Lighting, Gooee and Microlights, including YouTube thumbnails for videos
- Upload catalogues to Issuu
- Create Web banner ads/MPUs as needed
- Work closely with key brand leadership and staff to develop internal and external graphics
- Stay on top of trends in digital and offline marketing design

Qualifications for designer, web

- High-level understanding of technical/functional parameters
- Presentation abilities – able to communicate design concepts clearly and effectively
- Understanding of components, cycle times, production and distribution requirements of digital creative deliverables

dynamic collateral creation/DCC)

- Strong project and time-management skills – able to balance and prioritize workload and adjust to shifting business needs/priorities
- Excellent design sensibility to articulate design strategy to business partners and design team