Digital Designer

The **Digital Designer** is an important member of digital team who's responsible for visual solutions in a variety of mediums to support many digital channels. This Designer is dedicated to the visual craft of design, passionate, energetic and skilled in producing highly intuitive user interfaces. The work needs to balance design principles with a serious attention to detail. This versatile team member will support digital production design and the Digital Art Director in developing assets or design solutions from a blank canvas that meet client creative objectives. It is expected that concepts will be compelling, high quality and well composed, reflecting our clients' brand positions and guidelines, as well as industry best practices and current digital trends.

The Digital Designer will collaborate with fellow designers on the digital team, as well as the creative team—Art Directors and Copywriters—in creating designs that work across platforms/devices, including desktop, tablet and mobile devices. This position reports to the VP of Technology. Responsibilities of Marriner's Digital Art Director are comprised of (but not limited to):

Digital Design Expertise
- Work closely with the Digital Art Director in developing concepts of design solutions to provide hard-hitting and on-brief options for our customers
- Produce work the department and agency will be proud to share
- Work with digital production designer(s) to support in creating digital assets and templated output when needed
- Work hand-in-hand with creative leads on ideation, design and delivery of innovative and performance-driven solutions for digital activation
- Translate client's marketing objectives into clear, compelling and brand appropriate digital communications
- Ensure designs and deliverables are cross-device compliant and accessible
- Utilize opportunities to add value to the work and aid in selling incremental ideas
- Revise work as necessary with speed and accuracy
- Help field internal questions related to design from the account team or other departments when needed
- Participate in concepting meetings related to campaigns for both the overall ideas and the potential tactical digital executions to support the overall integrated initiative
- Work cross-functionally to determine optimization opportunities related to underperforming in-market work
- Produce UI kits (guidelines) to guide digital design consistency throughout digital multi-channel execution
- Use modern proven techniques and best practices when designing websites and other digital UI work
- Dedicate time to staying up to date on current trends and emerging technology that may impact design solutions and its performance/success

- Produce email marketing templates with a focus on a simplistic cross-device display and delivering on desired performance KPIs
- Defend and explain your work with skill and eloquence
- Be available to the team in remote and in-person situations
- Work with digital team members in producing marketing automation email and landing page templates while using proven methods for conversion and lead generation
- Work closely with web developers in the execution of designs into development of websites
- Knowledge of frontend development skills such as HTML, CSS, JavaScript, jQuery—as it relates to preparing designs for development and for occasional participation in development if/when needed as skillsets allow
- Conduct Quality Assurance testing, along with the full digital team for large projects to ensure there are no issues prior to moving work to the live/production environments
- Commit to understanding user personas, industry nuances, trends and marketing techniques through independent study and tools from subject matter experts
- Manage expectations and communicate project statuses often with digital project managers

Knowledge and Skill Requirements

- Minimum 3 years of Agency or in-house Agency experience
- Mastery in Adobe Creative Suite products such as Photoshop, Illustrator and InDesign
- Strong knowledge of current web trends and emerging relevant technologies
- Knowledge of a wide variety of marketing channels
- Strong skills in user experience
- Enthusiasm and passion for campaigns and projects
- Excellent knowledge of WordPress CMS and working knowledge of a variety of other CMS solutions
- Additional Software: MS Word, Excel, Powerpoint and Outlook; Google Suite, Adobe Acrobat
- Possess the necessary soft skills such as problem solving, negotiating, teamwork and collaboration
- Knowledge of timelines and resources necessary for all project types
- Ability to form genuine relationships internally and externally
- Excellent verbal, written and listening skills
- Effective management of multiple, concurrent projects against aggressive timelines without compromising accuracy or quality
- Great interpersonal skills and a do-whatever-it-takes attitude
- Positive attitude and general spirit of teamwork

Key Performance Indicators (KPIs)

- Project deliverables are on time and delivers on client objective(s)
- Produce work that works—delivers on KPI(s)
- Receive praise from clients
- Work should reflect the knowledge of trends and skills acquired as advancement continues

- Design translates well into development
- Creative collaboration proves to produce better work