

Position Description

Position Title:	Web Designer
Reports To:	Creative Director
Department:	Creative
FLSA:(Exempt/Non-Exempt)	Exempt
Band/Level:	Associate

Position Summary

- The Web Designer position is responsible for designing, creating, publishing, as well as providing maintenance on customer facing web pages, graphics, emails, and lead generation projects, etc. The Web Designer in some cases may be called upon as a consultant on UI/UX, Web Functionality, and visual direction for large scale marketing initiatives

Duties and Responsibilities

- Design web graphics for landing pages, banners, emails, and other digital efforts
- Code out responsive designs using front-end web technologies (HTML, CSS, responsive frameworks)
- Concept better customer web experiences
- Debug issues with web pages, applications, and e-mails
- Collaborate cross-functionally to test and improve our digital experiences
- Utilize best practices in marketing and promotional design techniques
- Perform other duties as assigned.

Education and Experience

- Degree from an accredited college or university in related profession/field or relevant job experience.
- Must have an online portfolio
- 1-3 years of experience working with a creative team, web design, or web development + production team
- Must have a strong understanding of HTML and basic front-end web programming

Preferred Qualifications

- Experience designing e-commerce experiences a plus
- Experience with Tailwind responsive framework a plus but not required
- Excellent communication skills
- Excellent time management skills
- Excellent collaboration skills
- Excellent project management skills
- Ability to multi-task
- Knowledge of both MAC and PC platforms and Adobe Creative Suite
- Solid knowledge of HTML, CSS, Adobe Creative Suite, UX Front-end design, relevant industry trends, and Microsoft Office Applications.

Position Description

Position Description Approvals	
Dept. Senior Executive:	
Date Approved:	
HR Representative:	
Date Approved:	