Midweight Graphic Designer at Mous

About Us

Mous is a young, disruptive and rapidly growing lifestyle accessory start-up. We provide smart solutions centred around protection and functionality that hold design and craft at their core. We've grown from a guerrilla crowdfunding campaign to an internationally recognised brand, shipping to almost every country in the world. We've made it our mission to disrupt the saturated lifestyle accessory market, whilst constantly pushing the boundaries of what it means to be an engaging brand. We knew that in order to achieve this, our products needed to be three things: stylish, functional and protective. After months and months spent designing and testing, we created our unique AiroShock technology and paired it with raw materials to launch our signature Limitless case.

…that was in 2016. Since then, we have rapidly developed and expanded our product range, offering a multitude of cases with an array of add-ons! We've also picked up numerous awards along the way, including best 'UK Crowdfunded Business of the Year in 2017' and coming 3rd in The UKStartups100's in 2018!

After going from strength to strength (we hit annual revenue of £8.5M last year!), we are continuing to exceed the limits of what we can do and there has never been a busier time for us. We are looking for an experienced Midweight Graphic Designer with an innate ability to conceptualise unique ideas, coupled with the technical proficiency to bring them to life! We're seeking those who challenge, who question, and who always look for new ways to improve products and solve problems.

About the Role

As a Midweight Graphic Designer at Mous, you will join a tight knit Creative team who are passionate about challenging convention whilst bringing a bit of fun to the serious world of tech! You will work closely alongside our Lead Designer and will report to our Head of Brand & Creative (ex-SomeOne.) In a highly versatile role, you'll have the opportunity to enhance all areas of the business with great creative ideas and craft. From developing brand graphic language and assets, creating inspiring and educational digital assets across social media and our website to designing retail POS/FSDU stands and packaging. Your responsibilities will include:

Branding:
- Developing our existing brand to make it richer and to enhance our brand world/assets.

Website:
- Developing the visual and interactive elements of the Mous website experience, refining the site towards a coherent and innovative design, considering typography, iconography, layout and brand identity
- Developing and optimising our website through the creation of educational and engaging content
- Designing new landing pages for the website – with good UX/UI principles in mind
- Collaborating with our in-house E-Commerce team

Product/Packaging:
- Thinking about how our brand can be reflected in the products we design
- Creating assets for new product launches i.e. photography, illustrations
- Generating creative ideas for new packaging designs
- Designing and art working beautifully bold packaging
- Collaborating with our China team to align on manufacturing deadlines

Digital Marketing & Social Media:

- Conceptualising, designing and illustrating digital assets for use across social media and our website including motion graphics, GIFs, impactful banners, engaging copy
- Curating our feeds
- Working across departments, particularly Marketing and Retail, to support on design and to provide guidance on brand awareness and use of content
- Generating ideas for new marketing content to generate sales and increase brand awareness

About You

- You'll have graduated with at least 2:1 degree in a Design-focused discipline
- An excellent designer with experience in cross platform design
- You'll have at least 3 years' industry experience, seeing projects through from ideation to artwork
- You'll be highly proficient in Adobe Creative Suite and After Effects (Motion Graphics and Animation experience would be a huge plus!)
- An understanding of branding and identity and working closely to pre-defined guidelines
- Strong understanding of digital platforms and design for web
- Strong understanding of design for print and artworking
- Experience in creative content creation
- Conceptual ability paired with day-to-day design delivery skills
- Authentic style with a unique approach to design
- Impeccable understanding of core design principles including typography, colour theory and layout
- Intrinsically creative with the storytelling ability needed to generate exciting and authentic narratives
- Brand vision and appreciation
- An effective communicator with the ability to express ideas across departments and to inspire the wider team
- Understanding of ROI

What We Offer

Based at our East London offices at a WeWork, you'll be working in modern open plan offices surrounded by young creatives and innovative businesses. With our own beer taps, happy hour Thursdays and regular on-site activities (including puppy therapy!), you'll have the opportunity to play hard as well as work hard.

- A competitive starting salary with 6-month reviews
- A steep learning curve with the chance to make a tangible impact within a growing business
- Outgoing and sociable team with monthly company socials
- Charlie HR perks package including discounts on hundreds of high street brands and services
- 25 days holiday, plus bank holidays and team away days
- Employee Pension Scheme
- Employee Assistance Programme
- Discounts for F&F on Mous products
- Huge opportunities for career progression in a high-growth start-up. Dream big, work hard and make things happen!

Want to know more about life at Mous? See what our employees think by following this link:
https://app.escapethecity.org/organisation/mous-1537991021288x415861537214368600

Before you carry on with your day, check out some of videos here:

Our unusual story:
https://youtu.be/Wwp8O8n7Z1M

We sent a phone to space:
https://youtu.be/PywmDoENqdE

Drop Tests in Sydney, Hong Kong and London:
https://youtu.be/KLe2shFrWB4