

Job Description

Position Title: Mid-Level/Senior Digital Designer

Department: Marketing

Reports To: Executive Producer

General Summary: Responsible for designing and implementing intuitive, visually appealing, and user-friendly interfaces for our digital platforms, particularly our website with a focus on mobile web design and interaction. You will work collaboratively with cross-functional teams to develop design concepts, wireframes, prototypes, and high-fidelity visual designs that align with our brand, product and user needs. The successful candidate will be up to date with industry trends and best practices to continuously improve our digital experiences.

Essential Job Functions:

- Partner with Designers, Writers, Digital Marketers and other team members to create groundbreaking digital experiences.
 - Leverage a human-centered design process to deliver: user journeys, wireframes, prototypes, and high-fidelity visual designs for our website, with a mobile first approach
 - Confidently articulate ideas and present work to more senior creatives and business partners.
 - Meet deadlines and keep stakeholders, marketers and producers in the loop.
 - Support the improvement and documentation of design systems and guidelines that enable more impactful and efficient content production.
 - Demonstrate a passion for innovation by always looking for ways to improve. Stay current on what's new in creative and content.
 - Mentor Jr. Designers on specific projects. Work with Principle Art Director and Executive Producer to identify projects that can be driven without significant oversight.
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Key Traits:

- Strong command of layout, navigation, typography, colors, and image composition as applied to web and mobile experiences.
 - Consumer-obsessed with an understanding of UX/UI design principles and best practices.
 - Discerning eye for lifestyle and product photography as it relates to digital shopping experiences.
 - Can articulate the creative thinking behind design decisions by presenting and defending creative work.
 - Ensures visual designs meet project requirements, objectives, and timelines while adhering to brand standards
 - High level of attention to detail ensuring best in class consumer experience at every digital touchpoint.
 - Student of current and future consumer culture and trends
 - Ability to absorb and synthesize feedback: You're open to feedback and changing requirements, while responding with creative solutions.
 - Fast and prolific: You're not overly precious about your work and are always ready to riff on more ideas. You're unfazed by tight deadlines and work iteratively to turn around concepts for review so quick progress can be made. Note: we are not unreasonable about deadlines and do not promote a culture where everything is the highest priority. We are simply looking for a person who has a strong sense of urgency.
 - Collaborative: You believe in collaborative processes, and you're adept at working with multiple stakeholders to develop ideas, refine concepts and drive alignment on next steps.
 - Ready to lead: Whether you have managed people and projects or not, you are prepared and hungry to take the next step in your career.
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Knowledge, Skills, and Abilities:

- 4-8 years experience at an advertising agency, digital agency, or in-house creative group for a major or up-and-coming brand.
 - A promising portfolio demonstrating strategic insight and design talent through all forms of digital communications, including advertising, email, social and particularly e-commerce experiences.
 - Bachelor's degree in visual communication, graphic design, or a related field.
 - Proficiency in Adobe Creative Suite and Figma.
 - Experience working in web-based content management systems (Shopify experience is a significant plus).
 - Extreme attention to detail.
 - Willingness to take risks, fail, and learn from mistakes.
 - Ownership of a pickup truck and knowledge of pickup truck culture is a big plus. Passion for outdoor activities, such as fishing, hunting, skiing, snowboarding, biking, and other related sports is also a significant plus.
 - Open to remote arrangement for the right person, but special considerations will be given to candidates willing to relocate to DECKED headquarters in Ketchum, ID.
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Compensation and Benefits:

- Compensation DOE

JDARS-001

Date: 01/01/2023 Rev. "01"

Issued by: L. Figgat
Approved by: B. Domer

- Health, dental, vision, short and long-term disability, and life insurance
 - 401k with match
 - Paid parental leave
 - Wellness
 - Free water, decent coffee, nice people
 - Two weeks paid vacation per year, reasonably flexible work hours
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Note: The statements herein are intended to describe the general nature and level of work performed by employees, but are not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.