TURNPOST®

CREATIVE GROUP

Now Hiring:
Digital Designer (Web)

Job Description:
The Digital Designer works collaboratively as part of a project team, partnering closely with the creative lead, project management leads, and, on occasion, outside contractors such as developers, freelancers and other vendors. As a motivated, self-starting creative, the Digital Designer develops concepts and delivers high-quality design, layout, and front-end production work guided by strategic and creative direction. This role is involved in the entire project lifecycle—from early discovery and design through to development, testing, and launch—and works under the direction of the Senior Art Director and Project Manager. This position is primarily in-office, with an optional designated hybrid work-from-home day. Candidates should have 3–5+ years of professional experience designing user interfaces for websites and digital platforms.

Desired Strengths and Experience:

- Strong communication and organizational skills

- Expert knowledge of design and prototyping software, specifically Figma and Adobe Creative Cloud

- Well-rounded design skills with a mastery of typography, visual hierarchy, and user experience (UX) principles

- Proficiency in WordPress development using common page builders and content management systems

- Working knowledge of HTML and CSS; experience with JavaScript and/or PHP is a plus

- Ability to demonstrate high-quality user interface (UI) solutions through a diverse portfolio of work examples

Requirements and Responsibilities:

- Understanding of Brand Strategy (reviewing, consulting, interpreting and applying)

- Plans and creative briefs (reviewing, consulting, interpreting, and applying)

- Provides design from conception to completion as required, including wireframes and high-fidelity mockups

- Provide front-end development support and ensures successful website launches

- Works with art director/copywriter teams to concept and complete assigned projects and campaigns

- Assists client services and business development with presentations for creative and new business pitches

- Maintains high skill levels in software programs required to perform the job

- Assists in archiving and maintaining digital files, project hard copies, photography, illustrations, logo art, type styles, historical collateral samples, etc., of client materials and resources

- Assists in the design, development, and population of websites through various stages of testing

- Concept Pitching (co-present to client, connecting the concept with the brand strategy)

Expectations:

- Possess good verbal and written communication skills.

- Be tolerant of contrary ideas, fully supporting the approved direction.

- Read, understand, and be ready to apply client brand strategy, mission, etc.

- Read, understand, and execute on creative briefs.

- Contribute to collaborative brainstorming sessions and creative meetings.

- Ensure anything being presented or produced boasts high quality, design integrity, and superior craftsmanship.

Please contact and provide resume and portfolio to:

Mike Henderson
Partner / Senior Art Director
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