

## Web and User Experience Designer (Perm)

Location: WANDSWORTH, LONDON, SOUTH EAST

Start Date: ASAP

### The Role

Reporting to the Software Development Manager, the Web and User Experience Designer position is responsible for the interpretation and design of 4D's branded B2C and B2B web and mobile properties including **Gay Network**, **Chatbox** and **Kooma**.

The Designer will be responsible for the layout, visual appearance and usability of the company's web properties, ensuring that brand continuity is maintained. She/he will also be responsible for designing the UI of mobile applications (on platforms such as iPhone, Android, Blackberry, etc.), working within the conventions and limitations of such devices.

The Designer will need to work closely with the Web & Mobile Product Manager, the Software Development Manager and other key product stakeholders to take high level strategic requirements and turn them into front end designs, initially producing conceptual wireframes to get team consensus and sign off before producing the finished graphics.

The Designer will also work closely with the Front End Web Developer to aid her/him in translating final front end designs into interactive HTML pages and creating design assets.

The web designer may also be involved in other design projects as required including the design of the company's TV channels (Sky 877 and Sky 878), print and online advertising and other design projects as required.

### Key Accountabilities

The web designer role will have primary ownership for the design, layout, usability, interactivity, monetisation and content of the following web properties:

- [www.gaynetwork.co.uk](http://www.gaynetwork.co.uk)  
(Our newest web development project, launched in July 2010)
- [www.chatboxuk.com](http://www.chatboxuk.com)  
(This site has just been completely redesigned and launched in August 2010)
- [www.kooma.co.uk](http://www.kooma.co.uk)
- [www.4dinteractive.co.uk](http://www.4dinteractive.co.uk)

### Primary Working Relationships

- Software Development Manager
- Web & Mobile Product Manager
- Project Manager
- IT Team
- Front End Web Developer
- External design resources (agencies, contractors, content providers)

## Essential skills

- Excellent **conceptual, design** and **layout** skills (should have showcase/sample work)
- Experience with creatively and effectively interpreting product **branding** for the online space
- Ability to manipulate variety of **content** (picture, text, audio, video) using varied front end development applications and languages:
  - Photoshop
  - Illustrator
  - Fireworks
- Solid understanding of "best practice" **usability** methods
- Experience producing **wireframes** and **mockups** of web page designs
- Experience with **interactive** site elements (including forms, IM clients, SMS, blogs, etc.)

## Desirable skills/experience

- Any experience of front-end development would be useful:
  - Flash
  - Actionscript
  - Javascript
  - JQuery
  - CSS
  - HTML
  - Experience integrating with ASP.NET front end elements
  - Dreamweaver
- Experience with a variety of Content Management Systems (CMS)
- Experience with social networks (esp. MySpace) and widgets
- Experience with WAP site building
- Experience with viral marketing
- Experience working with a Wiki
- Experience using task tracking systems (Evidence may include Jira, Bugzilla, etc.)
- Experience creating wireframes with tools such as Balsamiq
- Experience and understanding of **web marketing/analytics** (esp. Google Analytics)
- Experience with website **transaction/monetisation** including Paypal and Card Based applications
- Experience producing/slicing **production elements** for incorporation into the UI

## Duties

- Design the company's websites and ensure that they are visually effective and easy to use
- Working with product owners to produce wireframes, page designs and mockups for discussion and approval prior to coding final pages
- Producing final images and assets for integration into the websites, including slicing images
- Design newsletters and other documents relating to the website and other company projects
- Perform design tasks as needed on the UI of the company's TV channels (Chat Box and Gay Network), company advertising
- Liaise with third party designers and content providers as required
- Have practical experience employing user centred design methods
- Be self-motivated and able to make logical decisions to ensure the overall success of the project by creating designs that seamlessly address customer and business concerns and objectives
- Keep abreast of current design tools, techniques and methodologies



**Ideal Candidate Profile**

Skills	Attitude	Education & Experience
<ol style="list-style-type: none"> <li>1. Fully versed with major web design software packages</li> <li>2. Ability to creatively interpret design briefs</li> <li>3. Ability to develop content in line with overall web strategy</li> <li>4. Able to identify and prioritize objectives</li> <li>5. Excellent organisation</li> </ol>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Enthusiastic</li> <li>• Confident</li> <li>• Bright</li> <li>• Thorough</li> <li>• Persistent</li> <li>• Pro-active</li> <li>• Persuasive</li> <li>• Flexible</li> <li>• Able to work under pressure</li> <li>• Professional</li> <li>• Problem-solver</li> <li>• Accurate (attention to details)</li> <li>• Reliable</li> <li>• Customer Focused</li> <li>• Able to deal with criticism in a constructive way</li> <li>• Approachable</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer web design experience</li> <li>• Media background</li> <li>• Computer literate</li> <li>• Good spoken and written English</li> </ul>

**About the company**

4D Interactive Ltd are a rapidly expanding mobile and fixed line telecommunications, services and content company. We're looking for a highly capable and motivated person to join our IT team and work on developing a variety of new products and applications, primarily to take advantage of the dynamic advances in Voice, Mobile and emerging 3G technologies.