

Digital Designer

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Company: Guidecraft

Location: India

Category: other-general

ABOUT US Guidecraft, founded in 1966, is a design company in the early-childhood education and consumer market, with offices in the United States, China, India, Thailand, Vietnam and Europe. We are part of a family of companies involved in early childhood education that includes preschools, publishing, retailing, design, manufacturing, and professional development. Guidecraft works closely with publishers, universities, distributors, and retailers to bring products to the early childhood education and consumer markets that positively impact the lives of children and families. Our products span environments, preschool and consumer furniture and toys. The goal of Guidecraft is to improve the lives of children through access to, and implementation of, high-quality products and services within the field of early childhood education.

Digital Designer Job Overview We are looking for an India-based freelance Digital Designer to join Guidecraft in a full-time, remote capacity.

Responsibilities Gather and evaluate user requirements in collaboration with product managers and engineers Develop UI mockups that adhere to style standards on fonts, colors and images, and maintain a consistent brand style across all platforms and pages Illustrate design ideas using storyboards, process flows and sitemaps Create original graphic designs (e.g. images, sketches and tables) for advertising, marketplace storefronts, web banners, etc. Prepare and present rough drafts to internal teams and key stakeholders, and follow through on implementation Stay abreast of best practices and current design trends Evaluate customer experience and conduct layout adjustments and provide suggestions for enhancement

Requirements Hold a BS/BFA in Graphic or Web Design with 3-5 years of digital design experience (in-house or agency). Can provide a portfolio of wide-

ranging design work across web/social media, brand/identity, environments, and digital advertising - from concepts to guidelines to production. Are extremely comfortable with Adobe CC suite of design programs, Sketch, Figma.Strong communication skills and ability to work collaboratively with teams, both in-house and internationally.Highly proficient in English, both speaking and written skillsAre incredibly versatile and energized by working on a big range of projects across departmental teams. Are able to shift gears and manage multiple deadlines with ease and efficiency while maintaining Guidecraft's high standards.You're committed to quality and craft in your work.You have a strong sense of visual design and typography.E-commerce, digital marketing and/or social media graphic experienceExperience with ShopifyGood time-management skillsStrong knowledge of HTML, CSS , SCSS. Bonus SkillsProject management experiencePhoto editing skills (editing, retouching, compositing, etc.)Familiarity with Figma, Klayvio

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