



## Interactive Designer

Reports to Digital Director & Creative Director

### POSITION REQUIREMENTS

---

- 3+ years professional interactive design experience; agency experience preferred
- 4-year degree in Web/interactive design, graphic design, fine arts or related field, or equivalent experience
- Solid understanding of video and audio production along with talent and vendor management
- Ability to hand code email and Web pages using HTML, CSS, PHP, Javascript and Bootstrap 4
- Experience with WordPress, WooCommerce integrated with PayPal and Mailchimp
- Experience with Google Analytics, Google Ads and Bing Ads (implementation, strategy and optimization)
- Experience in creating detailed analytic reports from multiple analytic tools
- Experience with PLESK Server management, serving multiple client domains and FTP sites
- Excellent design skills and a portfolio to back it up
- Knowledge of responsive design as it relates to all digital platforms
- Excellent presentation/written/verbal skills – this position is client facing
- Experience with enterprise-level email deployment systems preferred
- Knowledge of SEO and SEM strategies and best practices preferred
- Experience in financial services marketing, retail direct marketing and digital product services preferred
- Resume and portfolio must indicate credentials for the job

### INTERACTIVE DESIGNER RESPONSIBILITIES

---

Responsible for design, development, coding, testing and deployment of emails, e-newsletters, microsites and the company's websites, as well as concepting, storyboarding and production of animation-based and whiteboard videos. You will also be responsible for creating and optimizing online ads, conditional forms, polls, banners and other interactive elements. Specific responsibilities include:

- Art direction and development of all projects assigned, including page layouts, typography and placement of appropriate graphics.
- Work with team members to ensure projects stay on schedule and alert team members of any project delays/discrepancies in schedule.
- Perform research and recommendations for photography and illustrations, including infographics; generate high quality color correction and photo manipulation to images on projects.
- Development of emails and web pages using HTML, CSS and Javascript. Maintain exacting code management standards — i.e., fast, maintainable code, not clever code.
- Development of video, web, email and other interactive projects using Photoshop, Dreamweaver, After Effects, Illustrator and InDesign.
- Perform quality control, including cross-browser compatibility and email-client HTML rendering.
- Deploy emails using Responsys, Epsilon Harmony and/or Exact Target.
- Perform CCG process and quality control procedures at all stages.
- Work with Senior Writer to develop concepts and ensure strong visual presentation of editorial content for assigned accounts and projects.



## CCG Job Description

---

- Work with Account Manager to ensure accuracy of all projects in terms of specifications, postal regulations and press limitations.
- Prepare for and participate in client launch meetings.
- Work well in a collaborative environment.
- Arrange for and manage freelancers or other outside vendors (such as voice talent) to assist with assigned accounts (with prior approval only).
- Become an expert on clients' industries, competitors and products along with their individual style guides.
- Stay up-to-date on industry standards and best practices for web and email development.
- Understand and be able to communicate to team members and clients the practical benefits and limitations of Internet technologies.
- Maintain consistency of graphic standards within client accounts and creating/updating client style guides.
- Understand the demographic and psychographic profiles of client audiences and stay abreast of trends and developments of interest to those audiences.
- Build and maintain effective working relationships with clients and continually lead toward innovative design/coding and sound creative decisions.

Contact: [jobs@customer.com](mailto:jobs@customer.com) with your resume, samples and salary range