Cabedge Creative Strategist (Designer) Job Description

Summary

Cabedge Design, LLC is about Good People doing Good Work, with the client's overall experience and accomplishment of business goals at the heart of everything we do. This company is not about us, it's about our client's experience with us.

The Creative Strategist(s) / Designer(s) are charged and challenged with owning specific project-related deliverables and delivering a high-quality client experience via completion of IA/web design and other Strategic Design, Brand Experience and creative tasks.

The Creative Strategist works as a team with all Cabedge employees and clients to meet and exceed project related quality, budget and timeline requirements.

The Creative Strategist supports the Creative Director and Managing Director in their quest for determining the best ways for us to approach and execute each project from a Strategic Design standpoint.

The Creative Strategist is assigned projects and tasks by the Managing Director, but reports directly to the Creative Director for project related deliverables. The Creative Strategist is co-managed by the Managing Director and Creative Director, but ultimately reports to the Managing Director.

The Creative Strategist is about making sure good work is getting done on time, and under budget.

Responsibilities

- Own specific project-related deliverables as assigned by the Managing Director and supervised by the Creative Director
- Support all assigned projects from concept to completion
- Will be held accountable for the success of all assigned deliverables
- Will collaborate with Creative Director to develop strategic approach to assigned project
- Will own and complete all Design/IA tasks while supporting them to ensure project success and collaborate with project managers and developers
- Will lead (and participate in) creative sessions, design planning meetings and internal kickoffs with support and supervision from Creative Director
- Lead client discovery/define sessions as needed
- Must mind and respect project budget, while looking for strategic opportunities to make project better within scope
- Collaborate and work with the Managing Director, Creative Director, project managers, developers
- Execute creative quality control for all assigned concepts and projects

Administrative Responsibilities

- Must meet or exceed minimum annual individual billable goal
- Must fully support Managing Director in empowering and encouraging all creative team members to meet or exceed their minimum annual individual billable goals while maintaining project success

Required Skills

- Undergraduate degree in Fine Arts or related field or equivalent visual design and management experience preferred
- Must possess a thorough understanding of web-centric interactive communications, processes, and user interface design as well as industry best practices
- Knowledge of layouts, graphic fundamentals, typography & limitations of the web; must understand front end development and have the ability to storyboard or translate ideas to designers
- A strong working knowledge of user experience design, brand development, interactive commerce and creative process
- Strategic web design, information architecture, UX/UI design, logo and print design capabilities
- Ability to own project tasks from concept to completion. Apply best practices in user interface and interactive design, including image optimization and site mapping
- Experience with software such as full Adobe Creative Suite, HTML5, CSS3, HTML, CSS
- Ability to communicate effectively, both orally and in writing
- Must be a master time manager.
- Collaboration. Communication. Confidence.