

Creative Designer – job description

About Skill Dynamics

We were founded in 2011 when an experienced group of international procurement leaders noticed a gap in the market for online practical-based education, made by professionals with real-world experience.

We embarked on creating unique, high-impact and personalized learning journeys created to improve core skills needed in these roles – efficiency, resourcefulness, and overall performance.

Since then we've educated employees from both large companies to corporations, becoming the global standard for effective procurement and supply chain training with presence in the US, Europe, Middle East, and China.

- 300,000+ learners around the world
- 200+ corporate clients
- 100 countries

In 2020 we were acquired by Levine Leichtman Capital Partners. LLCP is a middle-market private equity firm with a 36-year track record of successfully investing across various targeted sectors, especially EdTech.

With a strong team of 70 talented and fun people plus over 200 blue-chip clients we're on a big growth trajectory, building the team to help us capitalize on the growth opportunity ahead.

About the role

We are looking for an individual who is passionate about all things creative. Reporting the Marketing Director and with key deliverables for the Learning Content team too, you will relish the opportunity to work with a leading niche business and play an instrumental role in growing and refining its brand and marketing materials as well as aspects of our course delivery and platform design.

You will need to be able to understand the pulse of the organization and translate it into visuals, from brand collateral and campaign creatives to the visuals design of our online courses. You will be highly skilled with various digital design technologies and experienced in developing visuals and marketing assets suitable for a wide range of on and offline channels including web, social media, trade show stands, printed collateral and animated video.

A versatile creative designer you will have experience of managing stakeholders – be they client or agency side – and feel excited about the opportunity of working with multiple in-house

teams – therefore being comfortable with managing expectations, workload, producing artwork and managing production of various creative assets and design deliverables. The Creative Designer must be proactive, looking to add value and continually develop, with a passion to develop and evolve our brand. This role has great scope to add value and make a positive impact on the business, the marketing engine and the overall impact our visual identity makes on our customers and learners.

Core responsibilities

- Creating, managing and delivering creative designs in various on and offline formats as highlighted above for the Marketing team
- Support the Learning Content team in bringing leading-edge learning experiences to our customers in innovative audio-visual and other formats. You will do this through understanding functional requirements and translating them into digital learning content in ways that most optimally achieve the desired learning outcome.
- Support the Technical team in the development of the graphical elements of our web-based content delivery platform.
- Work with external developers as well as internal teams to execute the digital learning product modernization/ innovation strategy.
- Supporting other ad-hoc internal design requirements as needed – for example PowerPoint decks for executive meetings and company townhalls
- Understand and work within brand and corporate guidelines, as well as identify ways the Skill Dynamics brand could evolve
- Create and evolve creative themes and concepts
- Managing creative production throughout various project, liaising directly with suppliers and internal stakeholders
- Effective management of workload, priorities and deadlines across multiple projects
- Use your experience and knowledge to identify and resolve design, artwork and print challenges
- Continually look for innovative formats and products
- Produce mock-ups and presentation boards when required for internal and external presentation
- Take responsibility for continuous personal development and learning, helping to identify objectives and opportunities for skills development

Skills

- Excellent Adobe CS skills – particularly in InDesign, Illustrator and Photoshop and digital tech including content marketing platforms. WordPress experience is a plus.
- Adobe After Effects, Animate, HTML and responsive design for email.
- Experience in 2D or 3D animation and game development software platforms such as Unity and Unreal highly desirable
- Experience in creating graphical user interface components such as menus, tabs & widgets
- Experience in the development of UI mockups that demonstration site functions using tools such as Figma or Balsamic.
- Office Suite: PowerPoint and Word
- A portfolio demonstrating a diverse range of both print and digital based work and clients
- High quality retouching skills
- High typography and layout skills
- Close attention to detail
- Good verbal and written communication skills
- Excellent time management skills and experience in working under pressure to strict deadlines across multiple projects
- A team player who is able to adapt and has a can-do attitude
- Ability to explain in an articulate manner, the thinking and rationale behind the creative

Required experience

- 3 years' design experience – either client side or in house
- Track record of producing quality, creative designs for multiple clients (either internal or external)

General:

- If asked to interview, the candidate should bring examples of work
- Central Reading based