

## Web Designer

### Job Summary

The Web Designer is well rounded in both user-experience (UX) and front-end development. This individual works in a team environment in the design and development of web projects and should be comfortable taking an entire project from wireframes to mock-ups and through development and testing. This position works closely with project owners and other web designers to conceptualize ideas for web-based projects.

### Primary Responsibilities

- Showcase proficiency with key web development languages (HTML, CSS, Javascript, JQuery), including responsive, mobile-first development
- Develop new web pages and landing pages (including the creation of web-based tools) that help the company meet its objectives, while maintaining existing landing pages and the Company website
- Troubleshoot development issues/bugs
- Develop for cross-browser compatibility
- Excellent understanding of SEO principles
- Strong understanding of Google Analytics and Google Tag Manager
- Able to apply UI/UX best practices, and accessibility trends to new and existing web content
- Conduct code review for team members, when applicable
- Collaborate with IT on various projects, including new portals, existing portal maintenance and more
- Create animated graphics for web-based projects

### Other Responsibilities

- Demonstrate a clear understanding of the Company's brand and image
- Organize information and translate it into a meaningful layout
- Develop project assignments into well thought-out designs
- Continuously learn of latest technologies and new tools
- Support and mentor other developers with less experience
- Work effectively with team members to accomplish the goals and individual tasks of projects
- Perform other duties as assigned



## Qualifications

- Bachelor's degree\* in Interactive Media, Web Design or other related field required.
- Design and development experience supported by online portfolio and 2-5+ years experience
- Engaged by both design and development
- Proficiency in most, if not all, of the following:
  - HTML, CSS, JavaScript, JQuery
  - Website accessibility, SEO and UI/UX best practices
  - Google Analytics and Google Tag Manager
  - Working in DotNetNuke a plus, but not necessary
  - Image editing and creation in Photoshop and Illustrator, as well as other applications in Adobe Creative Cloud
  - Creating animated graphics in After Effects to be used in web-based projects
  - Microsoft Office programs including Word, Excel, Outlook, SharePoint
  - Mac and Windows environments
- Strong time and project management skills – able to manage multiple projects independently while maintaining quality, error-free work
- Open to feedback and able to work in a team-oriented environment
- Excellent attention to detail
- Excellent interpersonal and problem-solving skills
- Professional attitude, enthusiastic and reliable
- Experience in an insurance environment a plus, not necessary
- Effective written and verbal communication skills
- Superior work ethic

\*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.

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