



bluegrass digital

# UI / UX DESIGNER

## Job Description

**LOCATION:** Claremont, Cape Town

**REMUNERATION:** Market related salary and based on experience and skills

### **London**

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### **Cape Town**

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## OVERVIEW

Bluegrass Digital is a leading digital production agency, working with both South African and International client accounts. We are looking for a dynamic and resourceful UI / UX DESIGNER to join our team and to define the creative direction and design for our clients Mobile Apps and Website projects, whilst pushing the creative boundaries of functional UX design approaches. You will also understand business marketing and sales strategies when creating design, so that the creative process talks to the client's business and project objectives. Advantageous will be graphic design skills, and the ability to create compelling logos, and corporate identity branding assets.

You will work closely with the our UX Solution Strategist team and Operations Director, who will oversee your work to ensure the quality and fulfilment of Bluegrass Digital's products and services. You will analyse client project requirements; design solutions that match these requirements; and make appropriate recommendations that will positively impact ROI for client projects.

It is essential that you understand 'The Internet of Things' including technologies and terminologies, as well as the workflow of a typical digital design project. You will have experience in working with various design tools (*most important Sketch, Adobe XD and Invision*) to speedily output high fidelity designs for our clients.

## KEY REQUIREMENTS & SKILLS

- A degree and/or design related qualification
- Passionate about new design trends, concepts and designing for digital, web and mobile
- Experience interacting with clients and able to unpack client project requirements and business problems
- Experience with the following design tools is essential: Sketch; Adobe CC Suite (*Figma is advantageous*)
- Experience working with the following prototyping tools is essential: Adobe XD and Invision App
- Ability to write code (HTML / CSS) is advantageous. but not essential
- Experience designing for Mobile App development (*iOS & Android*) and understanding all design implications for the various types of screen sizes and orientations.
- Experience with and/or understanding of the importance of Design Systems i.e. Google Material Design.
- Experience creating and designing corporate branding, logos and CI guidelines

- Experience selecting and working with WordPress theme design files and re-skinning them for those smaller client budgets is advantageous (*Note, this is not a common design approach*)
- Experience using project management tools like JIRA is advantageous
- Ability to design and code HTML mailers and landing pages advantageous
- Ability to create professional branding videos and showreels is advantageous
- Good interpersonal and communication skills to lead clients through the creative process