

## UI Designer - Marketing

### Role Summary

The UI Designer is responsible for **creating and developing the visual language** of a product, service, or brand. His/Her work includes: 1) The creation of the rational and design system-that is-definition of the pillars of visual language, colors, typography, iconography, image addressing and illustration style used during the experience, 2) Creation and presentation of high-fidelity layouts and prototypes, 3) Structuring the interface element library and 4) Organizing the deliverables to be transferred to the Front End developers team, resulting in visual communication with unity and Consistency.

### Responsibilities

- ☑ Develop as the brand, product or service must communicate, respecting its positioning in an innovative, elegant and simple way
- ☑ **Create a robust and consistent visual language** across platforms and devices using iterative and collaborative process with the squad and customers
- ☑ **Ensure deliveries at the highest standards and refinement in visual aesthetics**, aligned with the general experience, design strategy and latest market practices
- ☑ **Ensuring the execution of the brand strategy and adopting the style guides created for the construction of the products**
- ☑ Ensuring the organization of the assets created by the design team by objectifying more assertive communication with the developers
- ☑ **Actively collaborate with the UX Designer and squad: organize, facilitate and participate in activities such as brainstorm, workshops, prototype presentations, interviews and user-focused tests**

### Requirements

#### **Work Experience**

- I. 4-5 years or more of experience designing quality products and services for web and mobile
- II. Solid knowledge and experience working together with an Agile software development team (preferably)

#### **Education**

- I. University graduate in design or similar

#### **Required Skills & competencies**

- I. Deep understanding of visual design and best practices, processes and tools for creating interfaces
- II. Knowledge of current market tools (e.g. Sketch, Invision, Zeplin/Inspect, Adobe Suite, Principle/Flinto, etc.)
- III. Advanced knowledge and experience with creating the rational and visual language system for digital products, considering colors, typography, iconography, image, illustration, moodboards, UI elements, grid and workflow
- IV. Knowledge of Good Interaction Design Practices (desirable)
- V. Illustration and animation skill (desirable)
- VI. Ability to collaborate with the UX Designer to create the total user experience; and with developers to ensure they have the necessary assets for the development of interfaces