# Carson Group

Web Designer / Full Time / Paid
Omaha Nebraska US

https://www.carsongroup.com/

We’re looking for a seasoned, digitally focused designer skilled in web layout and visual design. Primary duties include conceptualizing and implementing design across multiple websites, creating visual elements that are in line with each set of brand standards.

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**Role Details**

Who We Are:
In an increasingly complex world where people are starving for someone they can trust, we stand for something simple: always put the client first. We do well by doing good for those we serve. It’s the ultimate measure. We believe in providing value beyond a doubt and in the notion that time will either expose you or promote you, based on your willingness to embrace change.

We serve financial advisors and investors through three entities, each headquartered in Omaha, Nebraska: Carson Wealth, Carson Coaching and Carson Partners. We provide coaching and partnership services to advisor firms – and straightforward financial advice to the investing public. We all share a common mission to be the most trusted in financial advice.

Who We Want:
We’re looking for a seasoned, digitally focused designer skilled in web layout and visual design. Primary duties include conceptualizing and implementing design across

multiple websites, creating visual elements that are in line with each set of brand standards.

The Web Designer position is responsible for the creation and maintenance of marketing assets and content created to support web properties and corresponding marketing goals. This candidate will improve our online user experience by bringing our brand to life and creating unified experiences across the entire customer journey that are contextual and beautiful.

Our Marketing department is a multi-disciplinary team of content producers, designers, developers, and project coordinators. We believe perfectionism is the enemy of creativity and that ‘done is beautiful.’ You’ll partner closely with the Design Director and the Vice President of Marketing to identify scope for web design projects, create mockups, iterate based on feedback, and test the final build. You love a challenge, welcome change, and value growth.

What To Expect:

-Manage visual identity of all web properties including page layouts, banners, buttons, illustrations, and other assets.
-Generate new web designs, including websites, pages, and landing pages.
-Create, review, and maintain high-quality digital marketing assets for multiple product lines and ensure brand consistency.
-Create graphics for digital assets, including emails, landing pages, social media, and digital advertising.
-Establish design guidelines, standards, and best practices for digital assets.
-Communicate design ideas using user flows, process flows, sitemaps, wireframes, and mockups.
-Help bring new ideas for design and content creation to the team using your expertise and eye for great design.
-Commit to a clear understanding of the end-user who will experience your design first-hand.

-Collaborate with cross-functional stakeholders and work transparently to create designs based on findings from user behavior, web analytics results, and feedback from your team.
-Look for ways to craft simple solutions out of complex problems with an awareness of the market need, an obsession for detail, and an eye for sharp visual design.
-Test post-development properties and give clear direction to the development team on what should change.
-Work closely with others on the design team to fulfill requests for web projects and other design tasks, as needed.
-Raise the quality bar for design at Carson through your design work.

**Skill/Attributes Required**

What You Need:
-3 years’ experience in web design (agency experience a plus) or a comparable portfolio. We require work samples to apply for this position.
-Experience in designing and developing responsive websites.
-Excellent visual design skills.
-Experience working iteratively and love learning fast, taking action, and reacting quickly to feedback and focusing on results.
-Ability to take a complex idea and present it simply.
-Ability to articulate your design decisions to team members.
-Bring solutions to the table, not problems.
-Confident in your work but humble enough to take honest and thoughtful critique from team members and clients.
-View feedback on your work as a welcome challenge to iterate and come to a collaborative solution.
-Strong attention to detail.
-Ability to work within tight deadlines.
-Ability to work collaboratively within a team.
-Ability to work independently, with minimal supervision and manage multiple competing priorities.
-Proficient in Sketch and Adobe Creative Suite.

-Proficiency in Figma, Invision, and Zeplin a plus.
-Be ready to share your portfolio, showing strong web layout and visual design work.

**Apply/Respond by:**
07/11/2020

Send: CV/Resume

Please apply on the Carson Group Career site at www.carsongroup.com/careers or directly via this link: https://carsongroup.hrmdirect.com/employment/job-opening.php?req=1372371&&&jbsrc=1025

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https://www.shillingtoneducation.com/blog/carson-group/