

# Job Description

## Position: UI Designer

We're looking for a UI designer who can create conceptual, beautiful, extraordinary, thought-provoking interactive products and brand experiences for a variety of high-profile clients. Can you take everything in a museum, organize its content and tell a story that engages patrons? What about think through a worldwide client's sustainability story and tell it on a mobile device? How about demo a car maker's latest technologies through AR? Can you work with a full advertising/communications team and bring something unique to the party? This is the kind of person we're looking for. Original concepts are the start. The ability to bring them to life in beautiful, engaging and intuitive user experiences are the end product.

Dalton + Anode is the new merger of one of the South's leading agencies with Anode (of Nashville), a leading interactive firm with a 29-year history. We're growing and having fun doing it. Come make something great. This job is based in Nashville.

Contact: Kevin Endres, EVP/Executive Creative Director; [kendres@daltonanode.com](mailto:kendres@daltonanode.com).

## Requirements:

- BA/BFA in Graphic Design, Interaction Design or related field and/or 5 years of practical experience
- Solid portfolio of prior related work
- Experienced front-end web, mobile, and customer application UI designer
- Solid knowledge of UI principles and best practices
- Ability to work directly in HTML, CSS, JavaScript to competently produce assets for implementing designs
- Experience with WordPress and/or Expression Engine CMS
- Extensive working knowledge of current design and authoring tools including Photoshop, Illustrator, InDesign and UI prototyping tools like Sketch, etc.
- Working knowledge of how UI, front-end, and back-end are connected to provide system functionality
- Experience designing and/or developing across OS and hardware platforms
- Experience with APIs for SMS, social media, e-shop, data analytics
- Exceptional ability to apply and perform design skills such as: drawing/sketching, concept ideation, wireframing, color theory, use of texture, spacing and scale, visual presentation development and layout
- Solid understanding of both business and user goals while having a clear grasp of how to effectively present and move through information in creative and informative ways

- Excellent written and communication skills
- Thorough understanding of MacOS and Windows operating systems

**Duties:**

- Be proactive in understanding all materials associated with the project – its intended use, target audience and final deliverable. Follow through to the end; making sure the project exceeds expectations
- Consults with client and in-house Producer to evaluate project needs; takes that understanding to find and articulate through their design the elements of the story
- Prepares storyboards, illustrations, and/or rough sketches of material according to instructions of client or producer
- Determines size and arrangement of illustrative material and copy, creates logos, selects size and style of type treatments, and designs sample layouts for review
- Produces attract screens for interactive projects, navigational controls and other graphic elements as required
- Takes feedback from client and/or producer and applies changes as necessary
- Maintain consistency and continuity of creative concepts and project details while delivering finished product on schedule, on budget and with quality
- Layout and produce web and other component materials as required
- Interface with development team regarding technical requirements
- Reviews quality of final product before release to client