

Job Title: Senior Web Designer

Location: Phoenix, AZ

POSITION PURPOSE:

We are looking for a dynamic, self-motivated individual to design and implement FreeLife web pages/sites. This person will also be involved with maintaining the design and content of all existing FreeLife websites that enhances the value of the sites. Tasks require a strong attention to detail and ability to work under tight deadlines.

DUTIES & ESSENTIAL JOB FUNCTIONS:

Include the following; other duties and functions may be assigned:

- Manage key web projects
- Design, develop, implement, and maintain graphics and code for all FreeLife websites
- Create custom graphics and templates for use online and through email
- Provide direction on maximizing the user experience throughout all websites
- Provide creative and technical direction to junior designers
- Regularly evaluate the website and give recommendations to ensure content accuracy, timeliness and relevance
- Analyze key site metrics and make data-driven decisions
- Keep current with emerging web technologies through relevant blogs, listservs, and events
- Send Marketing emails
- Test website accessibility and functionality from a variety of environments
- Assure web-based information is archived for future needs and reference
- Work cooperatively with key team members

QUALIFICATIONS:

- Exceptional attention to detail, communication, and organizational skills
- 5+ years web design experience with HTML, DHTML, CSS, and JavaScript and demonstrable graphic design skills
- Experience with Adobe Dreamweaver and Photoshop
- Experience modifying and optimizing web page graphics and layouts
- Experience developing and maintaining Flash applications
- Advanced knowledge of web design concepts – usability, user experience navigation, SEO
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Bachelor's degree in Information Systems, Graphic Design, or a related field
- Experience with designing websites for direct selling companies a plus

SPECIAL POSITION REQUIREMENTS:

- Online samples/links are required

PREFERENCES:

None

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

This position is in a corporate office environment.