

M A T C H E S

Freelance Creative and Editorial Graphic Designer

Job Title: Creative/Editorial Graphic Designer (freelance)
Department: Marketing

Matches is currently looking for a **Freelance Creative Designer** to support the team with print and online editorial projects.

Role

Working with the Editorial and Creative Team, your role will be to bring Matches products and editorial to life using high quality imaginary, innovative web and print design techniques. Your objective will be to improve the Matches shopping experience through creative designs and editorial content, while maximising sale conversion and repeat purchase. You will need to have a good understanding of fashion retail design experience and a history of communicating a brand across all forms of visual communication. Your creativity and ability to lead projects from initial concept to execution will be essential. Strong consumer and fashion writing skills will be a plus.

Main Duties & Responsibilities

- To produce innovative, web and print based solutions that incorporate all of the elements of a great customer experience and encompass Matches brand guidelines
- Project management of creative tasks, liaising with technical, production and other departments within the business confidently
- Understand relevance of good design both online and offline.
- Aware of fashion trends and new ideas and should be able to interpret those into amazing creative.
- Meet stringent deadlines while having the ability to adapt quickly to changing priorities.
- Develop design and layout concepts for print and web media
- Design HTML emails, home pages, category pages and any online editorial pages.
- Working on print creative: invitations, loyalty cards, packaging etc...
- Source images
- Be up-to-speed on technical and software changes.
- Any other duties within art dept/editorial where relevant

Skills/Experience

- Proven design experience
- Ability to work in a fast paced environment at a strong speed
- Solid experience of working across a range of web design projects from websites to new media and print.
- Must be detail-oriented, deadline driven, and able to multi-task with solid organizational, time management, and follow through skills
- Proven ability to work to stringent deadlines with strong project management skills
- Proficient knowledge of Photoshop, Illustrator and Indesign, awareness of Flash and HTML capabilities is a plus
- Pro-active and able to show initiative/ideas to constantly improve the editorial quality of the site.
- Must be able to work overtime when necessary to meet business needs.
- Self-motivated.