

M A T C H E S

Senior Online and Editorial Creative Designer

Matches is a London-based high-end fashion retailer, offering an iconic retail experience from the best of the best new and established labels.

With fifteen stores across London, the company has developed a strong brand identity and a unique relationship with its customers, highly based on an excellent customer service and on the demographic approach of fashion retail translated through London's most stylist neighbourhood stores.

As part of its online expansion, Matches is looking for an **Senior Online and Editorial Creative Designer** to join the team and to help bring its online business to the next level.

Role

As part of 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 solid 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. You will be reporting to the Creative Planning Manager.

Responsibilities

- Produce innovative, user-focused HTML and flash based solutions that incorporate all of the elements of a great experience while aligning within style guidelines.
- Understand what makes design a commercial success both online and offline, to drive sale both in our stores and online.
- Champion the online experience from a design and editorial point of view
- Proactively search for the next fashion trends and come up with new ideas to be execute through creative design or editorial messaging
- Work under tight deadlines while having the ability to adapt quickly to changing priorities.
- Working on HTML emails and promotional emails when required.
- Sourcing images as required
- Development of technical skills to stay abreast of software changes, especially email marketing and content management
- Retouching images as required.
- Supporting the Creative Planning Manager.
- Any other adhoc duties within the department when needed.

Essential Skills & Requirements

- Proven design experience in fashion and retail businesses
- Solid experience of working across a range of design projects from websites to new media and print.
- Commercially acumen
- Ability to work quickly from concept creation to finished product, under stringent deadlines
- Solid project management, team management and stakeholder management
- Photoshop skills. Proficient knowledge of Illustrator, Flash, Indesign and Fireworks
- 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.