

InNovo is looking for a Web Designer to join our growing team here in Central Florida. Under this direction, this Designer will support a range of projects focused on creating visually appealing, user-friendly, and effective websites.

Duties and responsibilities will include the following:

1. Website Layout and Design

- Create and design engaging and functional website layouts.
- Develop design concepts, templates, and prototypes.
- Ensure a consistent and cohesive look and feel throughout the site.

2. Graphic and Visual Design

- Design graphics, icons, banners, and other visual elements.
- Select appropriate colors, fonts, and layouts.
- Ensure that the website's visuals align with the brand's identity and objectives.

3. User Experience (UX) Design

- Focus on the usability and accessibility of the website.
- Conduct user research and gather feedback to improve the design.
- Create wireframes, user flows, and site maps to plan the structure and navigation.

4. Responsive Design

- Ensure the website is mobile-friendly and responsive.
- Design layouts that adapt to various screen sizes and devices.
- Test the site across different devices and browsers to ensure compatibility.

5. Web Development Collaboration

- Work closely with web developers to implement the design.
- Provide developers with necessary design assets and specifications.
- Understand and integrate HTML, CSS, and JavaScript to enhance the design.

6. Content Integration

- Collaborate with content creators to ensure that text, images, and multimedia are presented effectively.
- Design page layouts that enhance the readability and presentation of content.

7. SEO and Performance

- Optimize design elements to improve site performance and loading times.
- Ensure the design supports search engine optimization (SEO) best practices.
- Implement design elements that enhance user engagement and reduce bounce rates.

8. Maintenance and Updates

- Regularly update and maintain the website to keep it current and functional.
- Troubleshoot design-related issues and implement necessary fixes.
- Adapt the design to accommodate new features and content updates.

9. Project Management

- Manage design projects from concept to completion.
- Coordinate with clients, project managers, and other stakeholders to ensure project goals are met.
- Adhere to timelines and budgets while delivering high-quality design work.

10. Staying Current

- Keep up-to-date with the latest design trends, tools, and technologies.
- Continuously improve skills through training, workshops, and professional development.

- Degree in Computer Science or Graphic Design with a focus on UX/UI Design.
- Requires minimum of eight (4) years UX/UI experience.
- Requires ability to create graphics and edit photo content.

SPECIAL SKILLS

- Must have website layout and design experience.
- Understanding of visual design elements and ability to create graphics, icons, banners, or other visual elements.
- Experience in creating wireframes, user flows, and site maps to plan new website architecture is required.
- Excellent technical and interpersonal skills.
- Proven ability to manage projects from conception to completion.
- SEO best practice knowledge required.
- Experience working in and integrating HTML, CSS, and JavaScript.

ADDITIONAL REQUIREMENTS

- Must be able to travel within the state.
- Must be available to work on site in Ocoee, Florida