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Title: Senior Web Designer

Reports to: Digital Marketing Manager, Web Strategy & Operations

Department: Strategic Marketing and Communications

Status: Full-Time, Exempt

Location: Onsite - Overland Park, KS

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Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you are ready to be a part of a team that's shaping the future of financial services, we would love to hear from you.

Position Summary:

The **Senior Web Designer** is a highly creative and technically skilled individual who will lead the design, development, and optimization of high-performing websites that enhance user experience and drive business results. You will be the go-to expert for crafting visually stunning, user-friendly websites that align with business goals, incorporating the latest in digital marketing, search engine optimization (SEO), and web design best practices.

Working within the Strategic Marketing and Communications (SMAC) department, the **Senior Web Designer** will collaborate closely with cross-functional teams, including project managers, copywriters, and graphic designers. This position offers the opportunity to lead innovative projects and make a measurable impact on client success and company growth.

Primary Responsibilities:

Web Design & Development

- Design and develop engaging, responsive, and conversion-focused websites using platforms such as WordPress, Duda, Webflow or similar content management systems (CMS).
- Conceptualize and execute visually compelling designs that align with client goals, ensuring adherence to user experience and user interface (UX/UI) best practices.
- Lead the creation of user-friendly designs optimized for speed, accessibility, SEO, and cross-device compatibility.
- Provide strategic input on website redesigns, ensuring alignment with evolving industry trends and organizational needs.

Technical Expertise & Optimization

- Optimize website performance, improving loading speed, user flow, and overall functionality to maximize conversions.
- Build and maintain backend integrations with lead generation platforms, software as a service (SaaS) systems, and customer success tools.
- Implement and maintain website tracking and analytics using tools like Google Analytics, Google Tag Manager, and others to measure performance and user behavior.
- Troubleshoot technical website issues and work with teams to ensure quick resolution.

Collaboration & Project Execution

- Partner with internal teams and clients to translate business goals into impactful web designs and strategies.
- Collaborate with project managers to ensure seamless communication and alignment on timelines, goals, and deliverables.
- Oversee website updates, ensuring timely implementation for SEO, lead generation campaigns, product launches, webinars, and events.
- Act as a mentor to junior web designers, fostering skill development and encouraging creative problem-solving.

Data-Driven Decision Making

- Leverage website data to analyze user behavior, improve design elements, and refine conversion paths.
- Develop and report on key performance indicators (KPIs) to demonstrate website performance and recommend optimization strategies.

Required Skills and Competencies:

Creative and Technical Skills

- Mastery of web design principles, UI/UX best practices, and digital marketing strategies.
- Expertise in building and optimizing websites for SEO, lead generation, and user engagement.
- Advanced proficiency in HTML, CSS, responsive design, and CMS platforms (WordPress, Duda, Webflow).
- Strong understanding of analytics tools (Google Analytics, Tag Manager) and their role in informing design and functionality.
- Familiarity with JavaScript and basic coding principles is a plus.

Leadership and Interpersonal Skills

- Excellent communication skills, with the ability to effectively explain design decisions and gather input from clients and stakeholders.
- Strong problem-solving abilities and attention to detail, ensuring high-quality output under tight deadlines.
- A collaborative mindset, with experience working in cross-functional teams and mentoring junior team members.

Preferred Experience and Additional Skills

- 5+ years of professional web design experience, with a portfolio showcasing modern, innovative designs.
- Bachelor's degree in Design, Digital Marketing, or a related field (or equivalent experience).

- Proficiency in tools such as Adobe Creative Suite (Photoshop, Illustrator, XD) and design collaboration platforms like Figma or Sketch.
- Proven ability to manage multiple projects simultaneously in a fast-paced environment.
- Deep knowledge of responsive design, accessibility standards, and the latest web development trends.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

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