

July 2023

Tropic / Visual Designer

Email applications with covering letter and portfolio to olu@tropic.studio

Visual Designer

The opportunity

Tropic is a creative studio that provides business mentoring, brand, design, web development and marketing services to businesses across the UK looking to grow.

We're looking for a talented and enthusiastic designer to join the team. Someone who can bring creative flair to all aspects of our work, including brand, web and marketing. You'll be part of a core team that have worked with high growth start-ups right the way through to well known brands such as National Geographic and Huggies. You'll work closely with our Creative Director, challenging her thinking and complimenting her extensive UX experience.

We're not looking for any old designer though. We're ambitious and are looking for someone who trusts their initiative, wants to take a lead on all things brand and leave their mark on everything we do. You'll be passionate about developing this part of our business and keep up to date with current and emerging trends & technologies – making us and our clients stand out.

We work with clients across the UK, with a base on Anglesey (N.Wales). We're confident that if you're not already local, you'll want to move here to enjoy the Eryri mountains, Welsh culture and epic beaches! But just in case you're not quite ready, we also offer remote working. If remote, you'll need to be available to join us in person once a month for a few days of work and play. Partners, kids & dogs welcome!

Nitty gritty

This is a permanent, full-time position of 40 hours per week with a 3 month probationary period.

You'll receive

- Mentoring and opportunities to develop business skills.

- £25k – £30k salary.
- Pension contribution.
- 22 days annual leave, plus bank holidays.
- 4 off-site trips per year.
- Remote working options, with a base in North Wales.
- Funded support to learn, or improve your Welsh.
- Other perks such as coffee subscriptions, cycle to work scheme, regular outdoor activities, conference and event tickets.

Key responsibilities

- Work with our strategic & creative directors to develop concepts for clients.
- Develop brand concepts from pitching & discovery to delivery, and create functional brand guidelines & complimentary brand assets.
- Collaborate with the team to understand project requirements and translate them into visually compelling designs.
- Create high-quality visual assets; icons, illustrations, and animations.
- Create visually appealing marketing materials, presentations, and other brand assets for Tropic and our clients.
- Shape our brand & design processes as we grow.
- Stay up-to-date with industry trends, design tools, and emerging technologies, and apply them to enhance the visual design process.

Skills and experience

- **At least 2 years proven experience** working as a Designer (creative agency a plus).
- **A strong portfolio** demonstrating your skills and originality in visual design spanning different industries/sectors.
- **Proficiency in design software** such as Adobe CC (Photoshop, Illustrator, XD, AfterEffects) and prototyping tools (Sketch, Figma etc).
- **Solid understanding of brand and design principles**, and the ability to translate brand guidelines into effective visual executions.
- **Strong conceptualisation and visual communication skills**, with the ability to present and explain design decisions effectively.

- Comfortable working across **print and digital**, with an enthusiasm to learn new skills.
- Comfortable creating assets for **digital advertising campaigns**.
- Basic understanding of HTML, CSS, Javascript a plus.

Personal characteristics

- **Strong problem-solving skills**, a proactive attitude towards overcoming design challenges and always pushing boundaries.
- **Strong project and time management skills** – you don't need to be asked twice.
- **Ability to work on multiple tasks**, while prioritising your workload.
- **Excellent creative thinking skills** paired with the ability to communicate with a diverse group of people (from strategists to developers to clients).
- **Strong eye for detail** and ability to work efficiently in a fast-paced, deadline-driven environment.
- **Eager to be challenged** – we're always learning from one another, experimenting with new trends and challenging new ways of doing things.

A few things to note

We're an open minded team and always keen to have our ideas challenged. If you'd love to work with us but aren't sure about something above... apply! If you think we've got something wrong above and would want to change it for the better... apply!

Our business is growing but is still being shaped as we speak. If that scares you and excites you in equal measure then we want to speak to you. We want to know what direction you might take us in and how you could become the next key hire for us.