Beispiel 3: Content Designer bei Deloitte

Deloitte Digital is creating a new model for a new age--we're an agency and a consultancy. Understanding the digital space and preparing for what's next is at our core. We help clients reimagine how profits are made. We rethink how relationships are created and built. We reshape the landscape of work and rewire the high-reaching fabric of entire industries. That's the power of driving disruption, and that's what we do.

Our Deloitte Digital studio teams are part of a full-service interactive marketing and advertising agency. We are seeking a Content Designer to join our collection of artists, analysts, strategists, engineers, writers, makers, business-builders, designers, doers, and dreamers, who are all united by a belief in the power of creativity to Elevate the Human Experience. With digital studio locations in Chicago, Denver, Los Angeles, New York, San Francisco, and Seattle, we work alongside broader Deloitte to solve our clients' toughest challenges and redefine how business gets done.

The team

Advertising, Marketing & Commerce

Our Advertising, Marketing & Commerce team focuses on delivering marketing and growth objectives aligned with our clients' brand values for measurable business growth. We do this by creating content, communications, and experiences that engage and inspire their customers to act. We implement and operate the technology platforms that enable personalized content, commerce and marketing user-centric experiences. In doing so, we transform our clients' marketing and engagement operations into modern, data-driven, creatively focused organizations. Our team brings deep experience in creative and digital marketing capabilities, many from our Digital Studios.

We serve our clients through the following types of work:

- Cross-channel customer engagement strategy, design and development to include the creation of omni-channel digital experiences across web, mobile, social, physical, AR/VR, voice, gesture, IoT, and video
- eCommerce strategy, implementation and operations
- Marketing Content and digital asset management solutions
- Marketing Technology and Advertising Technology solutions
- Marketing analytics implementation and operations

- Advertising campaign ideation, development and execution
- Acquisition and engagement campaign ideation, development and execution
- Agile based, design-thinking, user-centric, empirical projects that accelerate results

What you'll do

You'll wield three minds – design, strategic, and analytical – to bring visually-designed stories and abstract ideas to life across a variety of media both digital and traditional. To do so, you'll use image, type, color and composition as your weapons of choice. Clients will come to you with nascent ideas and huge ambitions, and you'll make those dreams a reality.

It may be architecting the framework of a digital experience, showing the future state of a product, banner ads for a campaign, or elevating a traditional deck into a modernized masterpiece – you'll work with a multihyphenate team to help craft pursuit theater that helps our sales teams win.

What You'll Do

- Produce materials for creative presentations, new business and internal projects.
- Sometimes act as your own Creative Director and Art Director, or sometimes work with other CDs/ADs
- Create original, compelling and visually stimulating designs across media.
- Possess superior typography, color pairing and layout abilities and delight in the details that can make a good design great.
- Be adaptable to a variety of design approaches.
- Create consistent, pixel/point perfect layouts and clean, organized files.
- Produce print and digital deliverables to spec for final production.
- Work closely with Account, Production and New Business teams to create documents that need design love.

Qualifications

Required:

- 2+ years' agency (or similar) experience in a comparable role
- A portfolio demonstrating strong design skills and a personal aesthetic
- Advanced proficiency in Adobe InDesign, Photoshop and Illustrator
- Proficient in Keystone and Mac OS; familiarity with PowerPoint & Sketch

- An understanding of web standards, web & app development, best practices in digital production, and an understanding of pre-press workflows and printing
- Ability to travel up to 30%
- Must be legally authorized to work in the United States without the need for employer sponsorship, now or at any time in the future

Preferred:

- Undergraduate degree in design or a related field
- Posses the humility to take direction, courage to offer critical feedback, and personality to enhance collaboration
- Strong organizational skills
- Ability to effectively communicate with various personality types and navigate through internal approval chains
- Dexterity in illustration and the ability to apply it to digital design