

## Graphic Designer

### Purpose of the Role:

Reporting to the Team Lead - Creative Studio | Betway Division, we're looking for a designer to create beautiful, pixel-perfect designs, as well as produce best-of-breed web, mobile and system designs for our digital properties.

You must be hands on, responsive, flexible, and able to succeed within a fast paced, open and collaborative peer environment.

### Duties include, but not limited to:

- Creative designs for promotions and campaigns
- Web & Email Templates: headers, buttons, backgrounds, iconography, typography
- Developing creative content from scratch. Working within client briefs and with supplied assets
- UX/UI: experience in user-experience and interaction design
- Conceptualizing new designs and user interactions that are both functional and user-friendly
- Facilitating continuous product improvement by constantly looking for opportunities to improve UX/UI through design.
- Comfortable with doing general design work from time to time, not necessarily related to their specific Team
- Manage your own time and resources and ensure the highest level of productivity and quality is achieved
- Manage and maintain a consistent level of engagement and commitment to the quality of work throughout the entire length of projects
- Manage and coordinate small groups on specific projects in your area.

*This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.*

### Technical:

- Firm grasp of current trends and best practices for the web and mobile world and understanding of technology used in designing interactively
- Portfolio demonstrating any area of graphic, website and mobile design.
- An ability to interpret business and user requirements into intuitive and logical design.
- Solid knowledge of web standards, HTML and CSS
- Mobile UX/UI experience – responsive design/websites and native apps.
- Passion for graphic design, human-computer and human-human interaction design.
- Meticulous approach to typography, colour, composition, balance and hierarchy
- Firm grasp of current trends and best practices for the web and mobile world and understanding of technology used in designing interactively.
- Ability to provide solutions and make significant decisions with, or without Management input

### Essential Criteria:

- 4+ years' years of experience within the design field
- Exceptional attention to detail.
- Existing portfolio demonstrating any area of graphic, website and mobile design.
- High proficiency in Photoshop/Illustrator/XD and other design packages
- Adobe Photoshop – Creating Gifs
- Adobe XD Prototyping

## Desirable Criteria:

- Video editing (Adobe AE)
- HTML / CSS Developing Skills
- Illustration (Adobe Illustrator).

## Person Specifications:

- Accountability and Execution
- Resilient
- Self-Starter
- Collaborative Relationships
- Influences effectively
- Time management
- Adaptability / Flexibility

## How to Apply:

All applications need to be submitted via [Workday](#)

Please ensure you have attached an updated copy of your CV and a motivation letter supporting your application.

- *Note this role is based in Cape Town, South Africa.*