

Digital Design Lead

London SE1

Cherry is one of the UK's leading healthcare creative communication agencies. We work with a number of the world's biggest pharmaceutical companies delivering award winning work for our clients. We take an integrated, multi-channel and consultative approach to client engagements and we work on numerous exciting brands across a wide variety of therapy areas. Cherry is part of Avenir Global.

The role:

We are looking for a Digital Design Lead to join our busy creative department at Cherry. Cherry is an advertising agency, working with clients in the healthcare space. Reporting into the Head of Digital Delivery you will be responsible for all aspects of digital design, including creating and developing responsive, interactive designs for all digital platforms from initial scamps to final delivery. You will work closely with our creative department as well as our in-house development team.

The ideal candidate:

Working across multiple projects at once you will be a hybrid UX and UI Designer. With a minimum of 4 years' experience you will have experience in both a UX and UI role, working across the entire design process. You will be passionate about user centric designs and comfortable leading projects and presenting to clients.

Responsibilities:

- Management and mentoring of other members of the digital design team
- Development of design systems – grids/ interactive behaviour/ visual style guides
- Illustrate design ideas using storyboards, user flows and sitemaps
- Design beautiful user interfaces for both mobile, tablet and desktop
- Gather and evaluate user requirements in collaboration with account managers and developers
- Firm understanding of UI / IA best practices for mobile and web across all platforms
- Use Sketch/Photoshop/Adobe XD/Figma and/or InVision to quickly create and iterate clickable prototypes for user testing and validation
- Ability to work in collaboration with developers to prototype and design new features
- Plan and present design concepts to internal teams and key client stakeholders

Requirements:

- Previous experience leading and mentoring team members
- Confident leading presentations and liaising with clients
- Proven work experience as a UI/UX Design lead or similar role
- Portfolio of design projects
- Solid experience as a UX designer with research, design, prototype, UI and visual design skills
- Demonstrated expertise in linking user needs with business goals
- Excellent awareness of interaction design and information architecture
- Strong belief in the full UX design process from research, definition, ideation, prototyping, testing and iterating
- Good understanding of cross-browser and cross-device compatibility issues and ways to work around them
- Up-to-date knowledge of Sketch, Adobe XD, Photoshop, Illustrator, InVision and Figma are advantageous
- Strong visual and brainstorming skills with the ability to confidently sketch interfaces in cross-functional collaborative teams
- Team spirit; strong communication skills to collaborate with various stakeholders
- An understanding of HTML, CSS and JS frameworks

About Cherry

Cherry is a healthcare advertising agency. We are 95 people based in London Bridge. Cherry is part of the AVENIR GLOBAL group.

Employee skills development and career progression is a key focus for the agency. We provide ongoing on the job training, and where appropriate team members will be funded to enrol in training courses to address specific development needs. Team members receive regular annual reviews to ensure continued development and progression - we have no set headcount limits imposed on us for promotion which means people are advanced on merit as and when they demonstrate their ability to take the next step.

Every team member will have the chance to work closely with both line managers and directors too, giving the opportunity to learn from more experienced staff. All Cherry's directors work actively on accounts and are directly involved with mentoring team members.

At Cherry we consider ourselves a friendly bunch and we encourage a social environment. We provide drinks on a Friday afternoon, there's also a cake club, a book group, people go running together, there's tennis in the local park in summer and groups of us can be found in the local bars and restaurants pretty regularly of an evening. In addition to these, we hold seasonal company parties where the whole agency will go out to undertake an activity, followed by a team dinner and drinks.

If you feel you have what it takes, please email danni@cherrythinking.com with your CV and salary expectations.































