



## **The Company**

FitFlop is a booming new shoe company, launched in 2007 after Marcia Kilgore collaborated with expert biomechanists Dr David Cook and Darren James of London South Bank University to create the ultimate function forward leg-muscle activating sandal. Four years (and over 12 million pairs sold) later, FITFLOP is a phenomenon.

The original, patent-pending Microwobbleboard™ midsole is now engineered into an all-weather range of sandals, slippers, sneakers, clogs, boots and shoes, is sold in 52 countries, and is the fastest-growing function-meets-fashion footwear brand in the world.

## **The role:                      Digital Designer**

We are looking for a talented Digital Designer with approximately 5 years' experience, who is passionate about great design and appreciates and understands how front-end and data source integration combine to produce a great digital product experience.

This role will work within the Ecommerce team and report directly to the Ecommerce Director, but will also have to forge strong relationships with the in-house design team.

## **Key responsibilities:**

You will be helping to develop and grow this exciting fashion retail brand on a global level, in line with new product launches and expansion into new territories. The website has grown organically without a structure or plan, simply alongside the business. It is now time for there to be more focus placed on giving it direction, architectural structure and a coherency as well as elevating the look and feel of the brand. This is about exciting all design and artwork to a high standard and in-fitting with the existing but steadily evolving brand identity.

- Producing pixel perfect, engaging and user-centric digital design, working on full website builds, landing pages and HTML email campaigns.
- Help design, develop and execute fantastic design concepts, bringing them to life with the highest attention to detail and quality of finish.
- Sell your design concepts with conviction to internal clients and colleagues

## **Your Qualifications/Experience/Skills:**

### **Essential**

- A wealth of experience in all aspects of digital
- Retail and fashion experience
- Significant experience designing first class web / mobile web / app experiences
- Expert in Adobe CS
- Knowledge Flash, XHTML, CSS, Ajax
- Retail DM, banners, mailers
- Sites and microsites
- Strong typesetting and implicit understanding of type design and graphic sensibility
- Incredibly creative with an immaculate attention and a keen eye for detail

### **Desirable:**

- Able to hand code HTML and CSS

You will have proven experience working on a variety of digital properties in a commercial environment and you must have an exceptional, ideas-led portfolio that demonstrates creative flair, versatility and imagination.

**Location:** Based in Putney, West London

### **Terms / Benefits**

- 24 days holiday
- Health care
- Bonus up to 10% of salary based on personal and business performance
- Generous staff discount scheme