

JOB DESCRIPTION

TITLE: Flash Designer

SUMMARY

TSL Digital are seeking a Mid to Senior Flash Designer.

You should be a competent driven and highly motivated flash designer.

Should have excellent design, typography and animation skills (timeline and basic code)

The successful candidate will be highly competent in using Photoshop, Illustrator, Flash AS2 and AS3.

The work will range from creating original designs / storyboarding animation to adaptations for large campaigns for blue chip clients.

The Flash Designer is responsible for assisting and defining the project scope, as well as developing estimates to, ensuring the quality of what is delivered is in line with the delivery plan.

You will be expected to be an excellent communicator (written and verbal), but also crucially a person who is an expert listener. The successful candidate will be skilled at multi-tasking having the capacity and stamina for work whilst remaining unflappable under pressure.

PERSONAL QUALITIES

1. Fundamental to the role is painstaking attention to detail and commitment to delivering the best job you can, each and every day.
2. You will need to be energetic, flexible, and determined to champion the values of the agency
3. You will be responsible for managing the expectations each project assigned to you as well as the expectations of others (from clients, to line-managers, to colleagues)
4. You will be expected to be reliable – a 'safe pair of hands'.

Other qualities:

- Excellent administration and organisational skills
- Attention to detail for every task – no matter how insignificant it may seem
- Be easy to work with
- Demonstrate good self-motivation, strong sense of initiative and ability to work under pressure
- A dependable team player with a sense of humour and lots of energy. Be personable and approachable
- Passionate and driven to keep learning and help the business be successful
- Good personal presentation for purposes of 'sitting in' on meetings with clients

REQUIRED KNOWLEDGE OR SKILLS

Key success criteria for Flash developer:

Core skills and abilities

- Experienced interactive/ digital designer and flash animator.
- Used to taking a creative direction from a Creative Director/Head of Design on digital projects such as banners and micro sites and other web applications.
- Experience in creating digital content in Flash IDE, Photoshop Illustrator and other design software.
- Must have good understanding of AS2.0 and AS3.0 and the use of components within the flash IDE.
- Experience in building banners using at least one of the major ad-servers such as Double Click, Media Mind/Eyeblander etc.
- Experience in creating design layouts, storyboards, etc. in PSD formats.
- A solid understanding of visual design across various types of projects including banners, websites, applications for social media and mobile, etc.
- Self motivated with good time management and presentation skills.
- Experience in working as a designer or creative developer within a digital or integrated agency

Secondary skills

- Experience in working with video and/or 3D
- Flash builder/Flex/FDT would also be advantageous.
- A basic understanding of Coding standards/best practice
- An understanding of user experience and interaction design.
- Client facing experience

BALANCE OF SKILLS

Visual and Interaction Design/ UI and UE

75%

Understand, articulate and apply flash design and flash components to given projects. Being able to comprehend the intended user interaction and ensure robust design to any given deliverable.

Technical Development Requirements

15%

Understand the role of a flash designer in context to development solutions to as well as an understanding of media platforms and associated tools.

Business:

5%

Understanding of interactive services industry and the Agency's vision.

Interpersonal:

5%

Excellent problem solving skills

Good written and oral communication skills

Coaching and training skills

Ability to work with individuals at all levels in the agency

PREFERRED QUALIFICATIONS

- Degree (new media preferred but not required, depending on experience)
- 2-4 years prior agency experience
- Comprehensive understanding of various media platforms and technologies

OBJECTIVE: NEW BUSINESS

- Be responsible for delivering consistently stellar quality to help generate new business/new creative opportunities

OBJECTIVE: FINANCIAL

- Complete weekly timesheets
- Raise risk and overrun issues as soon as they become evident