

Lead Marketing Designer

iDevices, a leader in the connected home space, has a completely in-house UX team designing world-class experiences. The team supports every aspect of iDevices creative and branding with the goal of ensuring the user has an innovative and seamless experience at every touch point. Driven by a collaborative group of passionate designers, we create exceptional experiences through a combination of an iterative creative process and modern design techniques.

iDevices is looking for an experienced designer who doesn't believe in settling for good enough to lead our Marketing team.

The Marketing team handles the creation of creative supporting our marketing initiatives, consumer and business website, product packaging, tradeshow and sales collateral. Team members are challenged with a wide variety of project types that require of a diverse set of design skills. Working in a synergistic environment, designers on the team have the unique opportunity to help shape the iDevices brand.

The Marketing UX Team Lead role requires a balance of team leadership and hands-on execution. As team lead you will be tasked with tackling our most critical marketing creative tasks. You will be challenged to help shape and execute on our marketing creative strategy. You will also lead fellow designers on the Marketing UX team, will be responsible for ensuring the Marketing UX team consistently hits our deadlines with stellar designs.

Position is full-time and in-house located at our Avon CT headquarters. Remote candidates will not be considered.

Responsibilities:

- Design standout content to support marketing and sales efforts
- Support the design of our e-commerce website
- Support the design of our award-winning tradeshow presences
- Oversee the creation of our marketing campaign efforts
- Contribute to the design of our product packaging
- Support the creation of video marketing content
- Support the evolution of the iDevices brand
- Serve as the Marketing UX team captain, providing coaching and support for designers on the Marketing UX team
- Work with the VP of UX to ensure the Marketing UX team hits it's goals and timelines
- Work with the Director of Marketing to understand their team's goals and objectives
- Support fellow UX team leads in building cross-team strategies

Requirements:

- 4+ years experience with marketing design
- Experience with brand creation and building
- Experience leading and coaching fellow designers
- Understanding of modern design trends and techniques
- Passion for mobile devices and connected products
- Experience using Adobe Suite, particularly Illustrator, Photoshop® and InDesign
- Experience with OmniGraffle, Sketch and InVision is preferred
- Experience with video production software (Final Cut or premier) is preferred
- Experience in supporting copy writing is preferred
- Ability to work in-house, 5 days a week from our Avon, CT office

A portfolio is required. Online is preferred, but a PDF version is acceptable.