

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

### Job title:

Designer (temp-to-perm)

### Department:

Foresight

### Reporting structure:

Role reports to: Head of foresight with dotted line to art director

Team members: Senior production planner, creative art worker, senior sub-editor, senior events manager, creative researchers, foresight editor, senior foresight writers, foresight writer,

### Summary of company:

The Future Laboratory is a strategic foresight consultancy. Since 2001, we have prepared clients for the future by giving them the confidence to take the decisions today that will create transformative growth tomorrow. We have grown into an organisation with international reach, employing more than 50 people, headquartered in Spitalfields, London. The Future Laboratory has foresight at the heart of everything we do. As an organisation we are inspiring, knowledgeable, forthright, charismatic and independent. We believe what we deliver is unique and game-changing, and we are committed to being diverse, inclusive, ethical, responsible and socially minded.

### Key responsibilities:

- : Design digital platforms and digital user interfaces for a range of purposes, maintaining the design quality of all our digital properties, subscription platform, blog, micro-sites, reports, marketing assets, presentations and client work
- : Create a range of experience design deliverables
- : Translate strategic research into creative branding concepts
- : Define visual style for the brand, including colour, typography and photographic styles
- : Translate complex data into branded infographics and data visualisations as we grow our data capability
- : Create event print design assets
- : Design digital marketing assets, EDMs, GIFs, motion graphics for social media campaigns and marketing
- : Maintain brand consistency throughout all deliverables and developing where required
- : Work directly with developers and external technical teams
- : Identify the now, new and next visual and design trends

### Essential skills and experience:

- : Strong portfolio with particular experience in digital design and print
- : Ability to articulate creative ideas and to visualise and verbalise ideas to the wider team and clients
- : Quick thinker with an acute attention to detail and able to deliver to demanding deadlines

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- : Design reports (printed and digital), mood boards, storyboards, interactive page layouts, site grids and interface demos; wireframes and customer journey maps, photo retouching and enhancements, animated GIFs, motion graphics for video and social media assets, environmental design for events and exhibitions, signage and wayfinding, logo design and brand guidelines
- : Solid working knowledge of Mac OS, Adobe Creative Cloud, especially Adobe XD, Photoshop, InDesign and Illustrator
- : Good working knowledge of HTML5 and CSS
- : Understanding of the strengths and limitations of Final Cut Pro/Premiere, Keynote and PowerPoint
- : Comfortable working in a busy environment and confident about delivering original work
- : A keen eye for photography, illustration and video styles
- : Always on the look-out for up-and-coming design talent
- : Engaged with the wider community, keeping on top of the latest trends, changes and innovations
- : Able to work both independently and collaboratively with the wider creative and foresight team to produce outstanding creative solutions