

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Designer

Department:

Foresight

Reporting structure:

Role reports to: Art Director

Team members: Production Planner, Art Director, Creative, Creative Artworker and Senior Sub-editor

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 65 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 ethical, responsible and socially minded.

Key responsibilities:

The Designer will work within the Foresight team to communicate insights in an inspiring and informative manner. The core output of the role will be to produce digital and print creative solutions across both internal events and marketing, and external client projects. The designer will have in-depth knowledge of graphic design, styles and layout techniques and be able to present your work in a clear, concise and confident manner.

Reporting to the Art Director, the Designer will assist with developing brand assets for client and in-house projects and evolving the TFL brand aesthetic within all internal and external communications. The Designer will also work with the marketing team to deliver creative assets and ensure that all of the businesses external promotional material is of a high standard and reflects The Future Laboratory brand.

The Designer's key outputs will include:

- : Designing digital platforms for a range of purposes and maintaining the design quality of all our digital properties, subscription platform, blogs, micro sites, reports, presentations and client work
- : Translating strategic research into branding concepts
- : Defining visual style for brand, including colour, typography and photographic styles
- : Design and layout of brand guidelines
- : Translating complex data into branded infographics
- : Printed event design assets

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- : Design and layout of signage and way-finding
- : Social media and marketing assets design
- : Creating GIFs and motion graphics
- : Design digital marketing assets, EDM's, GIFs, social media campaigns for the brand to use internally

Essential skills and experience:

- : Strong portfolio with experience in both print and digital design
- : Ability to articulate creative ideas and to visualise and verbalise your ideas to wider team and client
- : Quick thinker with an acute attention to detail and able to deliver within demanding deadlines
- : Designing: reports (printed and digital); mood boards; storyboards; interactive page layouts; site grids and interface demos; photo retouching and enhancements; animated GIFs and social media assets; environmental design for events and exhibitions; signage and wayfinding; logo design and brand guidelines
- : A solid working knowledge of Mac OS, Adobe Creative Cloud especially Photoshop and InDesign
- : Working understanding of HTML5 and CSS
- : Understanding of the strengths and limitations of Final Cut pro / Premiere and Keynote
- : Comfortable working in a demanding environment and confident about delivering original work
- : A keen eye for photography and film styles
- : Always on the look out for up and coming talent
- : Up to date with creative industry developments