

Freelance Web Designer

The Society of Hospital Medicine is seeking a freelance web designer passionate about websites and user experience to collaborate with our Marketing and IT Departments. We are looking for a web designer who will work closely with the marketing team to create pages and websites that will help increase engagement and drive sales.

Responsibilities

The main responsibility of a freelance web designer is to design and build websites to the client's specifications. This often involves sketching basic concepts, creating draft websites, and making revisions as requested by the client. Other responsibilities include:

- *Conceptualizing creative ideas in partnership with clients and the marketing team.*
- *Testing and improving the design of the website.*
- *Establishing design guidelines, standards, and best practices.*
- *Maintaining the appearance of websites by enforcing content standards.*
- *Designing visual imagery for websites and ensuring that they are in line with branding for clients.*
- *Working with different content management systems.*
- *Communicating design ideas using user flows, process flows, site maps, and wireframes.*
- *Incorporating functionalities and features into websites.*
- *Designing sample pages including colors and fonts.*
- *Preparing design plans and presenting the website structure.*
- *Collaborating with the graphic design team.*

Requirements:

- Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
- Proficiency in front-end development web programming languages such as HTML and CSS, JQuery, and JavaScript.
- Good understanding of content management systems and highly proficient in WordPress.
- Good understanding of search engine optimization principles.
- Proficient understanding of cross-browser compatibility issues.
- Excellent visual design skills.
- Up-to-date experience with international web protocols, standards, and technologies.
- Adaptable and willing to learn new techniques.
- Excellent communication skills.

Note: Candidates without a portfolio will not be considered. This role is currently performed remotely.

Please send your resume and portfolio to hr@hospitalmedicine.org