Barefoot Books
Step inside a story

Position Description
Digital Designer
Cambridge, MA

Position Overview:

Reporting to the Design Director, and working closely with the marketing, web development, product, and sales teams, this role supports all aspects of digital design for the company's business channels.

Keys to success include: impeccable organizational capabilities and attention to detail; ability to take initiative, prioritize effectively, and adhere to deadlines; strong understanding of UX, UI, mobile and app design best practices; knowledge of the Adobe Creative Suite; ability to constructively respond to feedback; and a collaborative and enthusiastic working style.

What You'll Do:

- Manage the design of Barefoot Books' new responsive e-commerce website, utilizing current UX research and best practices to produce all wireframes, mock-ups, and user interface designs. Balance usability and accessibility with Barefoot Books' playful design aesthetic. Collaborate with web developers to ensure proper implementation within a web environment while maintaining the integrity of the creative vision.
- Design all graphic assets for Barefoot Books' website, email campaigns, and social media accounts, assessing existing templates and improving where possible.
- Create and maintain mobile-friendly landing pages for new products and campaigns.
- Design online advertisements as needed, including banners, animations, and video.
- Collaborate with product and web development teams on the design and maintenance of new digital products, including apps, podcasts, and other to-be-determined digital products.
- Ensure brand consistency across all digital customer and community touch points.
- Maintain and organize server database of all digital assets, including audio, e-book, CTP and marketing PDF files, and act as primary point of contact for file supply to print and digital distribution partners.
- Coordinate website and/or digital product user testing as needed.
- Support print design and production needs during periods of heavy workload.

Qualifications:

- 3–5 years work experience in a digital design position
- Expertise in UX, UI, and responsive design
- Knowledge of HTML, CSS and Javascript
- Experience working with eCommerce websites

- Knowledge of the Adobe Photoshop, InDesign and Illustrator
- Clear grasp of the key principles of graphic design and effective visual communication
- Comfort working within established brand guidelines
- Video editing and production experience (animation experience a plus)
- Basic digital photography experience
- Strong communication skills (strong writing skills a plus)
- Demonstrated integrity, maturity, positivity and a constructive approach to challenges
- Interest in children's products and connection to the Barefoot Books offer and story

About Us:

"The standard for excellence in children's books" — *Forbes*

Founded in England in 1992, we are an award-winning, independent children's publisher based in Cambridge, MA with a mission to share stories, connect families and inspire children. In 2017, we were named by Forbes as one of the 25 Best Small Companies in America.

We have created more than 600 books, spoken word stories, music, animations, characters, puzzles and games that open children's hearts and minds to our wonderfully diverse world. Our first app, Barefoot World Atlas, has had 4 million+ downloads and was selected by Apple as one of their top 10 apps of all time. Our YouTube channel has over 130 million views.

However, our proudest accomplishment is to have put over 20 million books into the hands of children around the world. Renowned for our pioneering approach to creating and marketing high-quality, diverse and inclusive children's books, as well as our colorful, collaborative and fun working culture, we have laid the foundations to grow Barefoot into a timeless global family brand for the very best children's content. See our Barefoot Manifesto here.

This is a full-time, benefits eligible position. To apply, please email your resume, online design portfolio, and cover letter to:

Sarah Soldano, Design Director
sarah.soldano@barefootbooks.com.