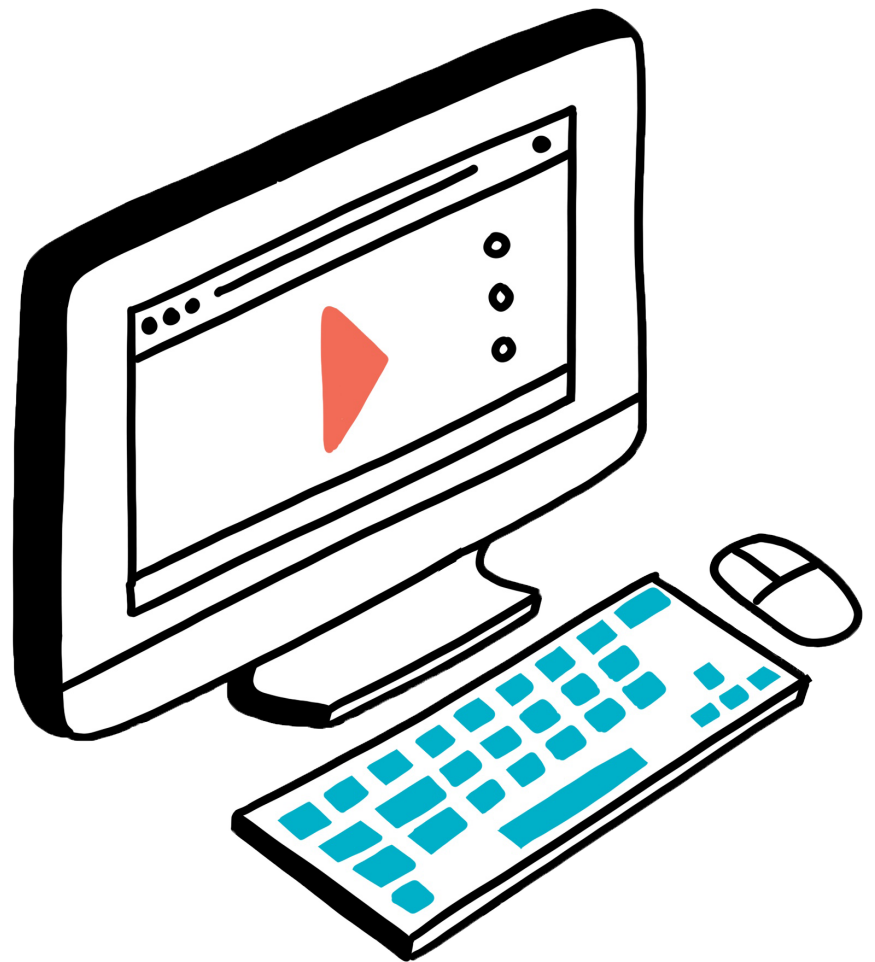


Job description

Freelance Web
Developer / Designer



Application deadline:

11/03/2020

Freelance Web Developer / Designer

28/02/2020

1. DK&A AND THE DESIGN THINKERS ACADEMY LONDON

DK&A and the Design Thinkers Academy London is a design consultancy and training company combined. We train teams and support companies to innovate. We help our clients to generate fresh ideas and turn these into new products and services around the needs of users. We believe in the practical power of design to make a positive difference and we see ourselves as change agents.

Our clients come from a broad range of sectors including transport, luxury retail, digital, fintech and health. The skills and services we provide them with range from research, ethnography, service design, experience design, information design, sustainable design and strategic design to design management.

2. OUR TEAM AND OUR STRUCTURE

Our studio has grown quickly since we started up in 2014 with a few of us with laptops round a kitchen table. There are now 14 of us on the payroll and 25 Associates. Our Associates are mostly leading design experts who either help us deliver consultancy projects or who teach with us as part of our Design Thinkers Academy Faculty.

The key to our future is our team. Our ambition is to create a platform for our current and future talent to thrive and grow with the business. Our structure is flat. We work as a lean matrix team based around projects and skills.

3. THE ROLE

The role involves building our new Design Thinkers Academy London website. We are currently going through a period of evolution, building a refreshment of the DTA brand, as well as a new website. The current DTA website was created when the company was first built. It serves as a selling platform and has been a brilliant tool for that in the past. It has reached its sell-by date and a new website is now needed for the next stage of the Design Thinkers Academy London development – one that incorporates the new brand essence, a stronger e-commerce aspect and e-learning platform.

To build the website we are looking for someone who can develop and build the site, including an e-commerce platform, as well as design it, implementing our new brand work.

As a relatively small consultancy, we want to work with people we can trust with some

autonomy and who is willing to be flexible. The role will suit those who are self-reliant and resourceful by nature. We are supportive of each other as a team, and you will work closely with our Marketing Director and Marketing & Research Manager. You will have a proven track record of consistent high-quality delivery with a keen eye for detail, excelling in written and spoken English in a B2B context.

The website will go live in primo June 2020 and the build will begin in April 2020. Wireframing has been done in advance and content building is being done concurrently with the build of the website. We are anticipating a build of 4-8 weeks.

4. TASKS AND RESPONSIBILITIES

- Build the Design Thinkers Academy Website – we have yet to decide on what platform the site will be built. The current platform is WordPress however we are looking at Shopify and open to other suggestions.
 - Include e-commerce functionality with multiple plug-ins
 - Incorporate the new Design Thinkers Academy brand
 - Work closely alongside the Marketing team to build the website to a strict budget and time
- Website Brief with more details will be shared

5. ATTRIBUTES AND EXPERIENCE

Skills

- WordPress, Shopify or other platform if more applicable to our site
- SEO
- Advanced Web Design experience
- Advanced Coding Capabilities – Knowledge of HTML, CSS, JavaScript
- Google Analytics
- Written competency

Desirable

- Understanding of user experience, user interface design and service design
- Experience of Design Thinking and Innovation

6. REMUNERATION

This is a freelance role that will culminate with the finishing of the website. After the website goes live there will be a period of adjustments before the role comes to an end.

Rate depends on experience.

We will either do this as a fixed fee contract or day rate – to be decided dependent on scope of project and in conversation with hired developer. The role would mainly be based in our studio in Southfields.

7. LOCATION

The role will be based at our studio in Wandsworth. We have an attractive, light studio with good facilities including a shower, bike parking and high-quality shared meeting and kitchen facilities.

8. HOW TO APPLY

Please send your application incl. cover letter, CV and portfolio to our Studio Manager, Lena Nielsen, lena@kesterassociates.co.uk by 11th March 2020.