

Web Designer Roles and Responsibilities

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Web Designer Summary

Web Designers are responsible for creating websites that engage current and potential customers in order to enhance a company’s online presence. They coordinate with other members of their teams, including content writers and graphic designers, to conceptualize web pages in order to most effectively organize, convey and present both word and graphic-based content.

A Web Designer is responsible for designing the overall layout and aesthetic for websites. They need to work closely with each customer so they can translate the customer’s thoughts into a visually appealing design. They are also responsible for turning that design into a functional site and uploading it to a web server.

Roles and Responsibilities

E-commerce Domain (AstroVed.com)

Understanding the Project Requirements

- Collaborate with Management to gather their requirement and implement in design, develop, publish and managing site.

Website Design and Development

- Create visually appealing and user-friendly website layouts, landing page and designs to Astroved and its Partner sites.
- Creating and implementing website features and functionality.
- Develop and maintain the overall look and feel of the website.

Graphic Design

- Create or work with graphic elements, such as images and icons, to enhance the website and landing page visual appeal.
- Use design tools like Adobe Photoshop, Illustrator, and Figma.
- Select and manipulate images, illustrations, and other visual elements to enhance the overall design.

User Experience (UX) Design

- Focus on creating a positive and intuitive user experience.
- Designing user interfaces that are both aesthetically pleasing and functional.

Responsive Design

- Ensuring that the website design is responsive and compatible with various devices and screen sizes.

Content Management

- Use content management systems (CMS) to update and manage website content.

Communication

- Incorporating feedback and making revisions as necessary.

Design Mockups

- Create high-fidelity design mockups using graphic design tools like Figma.
- Pay attention to color schemes, typography, imagery, and branding elements.

Development

- Convert the approved design into code using web development technologies (HTML, CSS, JavaScript).
- Integrate any necessary backend functionality.
- Creating and implementing website functionality.

E-commerce Platform Integration

- Familiarity with e-commerce platforms and the ability to design and implement within these platforms.


SEO Awareness

- Understand basic SEO principles to ensure that the website design is search engine-friendly.
- Optimize images and other design elements for faster loading times.

Security Considerations

- Be aware of security best practices and ensure that the design complies with security requirements, especially when dealing with sensitive customer information.
- Be aware of basic security principles and ensure the website is designed with security in mind.

Skills


 HTML, CSS and Bootstrap

 JavaScript

 Adobe Photoshop

 Figma

 Adobe Illustrator

 Wordpress and divi theme

 Responsive Design & Optimization

 Webflow