

UW HEALTH JOB DESCRIPTION

Motion Graphics Design Strategist			
Job Code: 320042	FLSA Status: Exempt	Mgt. Approval: C. Klann	Date: July 2021
Department: 74020		HR Approval: J. Theisen	Date: July 2021
JOB SUMMARY			
<p>Under the direction of the Manager, Creative Services, the Motion Graphics Design Strategist is responsible for the conception, design and production of complex 2D and 3D motion graphics and animations for social media, digital advertising, video, web and other digital platforms for various UW Health audiences. The Motion Graphics Design Strategist is also responsible for video editing projects that incorporate motion graphics and animation.</p> <p>The Motion Graphics Design Strategist must be able to work effectively with various Marketing & Communications staff including account managers, social media specialists, photographers, videographers, production specialists and other design staff. Together with account managers, the incumbent consults with UW Health clients to develop project plans that include creative direction, schedule and budget. The Motion Graphics Design Strategist has extensive project management responsibilities and works under tight deadlines to independently complete assignments.</p> <p>The Strategist is expected to work under minimal supervision and has appreciable latitude for actions and decisions. The Motion Graphics Design Strategist acts as a lead designer, providing creative direction and feedback to other design staff that support a consistent brand experience for UW Health.</p>			
MAJOR RESPONSIBILITIES			
<ol style="list-style-type: none"> 1. Conceptualizes, designs and produces a wide variety of motion graphics and animated work for a broad range of needs, including but not limited to, philanthropy, advertising, social media, marketing, corporate communications and events. 2. Creates innovative design solutions that follow the UW Health brand standards, including brand voice and design style. Designs should have a strong sense of typography, composition, timing, audio and visual balance. 3. Selects stock graphics, photography, videography and music that enhance messaging. 4. Independently works with department photographers, videographers and freelance artists to art direct new work. Selects imagery in keeping with project purpose and audience. 5. Recommends production techniques to enhance project goals and suggests alternative solutions that may save time or money without affecting quality. 6. Consults with department account managers, UW Health clients and outside vendors to recommend approaches that achieve client goals, while completing projects within required timeframes and budgets. 7. Independently plans, organizes and manages projects as assigned, using web-based project management system. 8. Provides support and guidance to areas beyond graphics team (e.g., web, social media, signage, digital advertising).. 9. Participates in continuing education and training to stay up to date with design and health care industry trends. Shows initiative in recommending or seeking out improved design techniques, software and equipment. 10. Serves as a creative leader by giving peer designers creative feedback. Helps train, mentor and assist students, interns and other graphic designers. Acts as back-up to Manager of Creative Services, as needed. 			
ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.			
JOB REQUIREMENTS			
Education	Minimum	Associate degree in Graphic Design, Art, Visual Communications, or related field	
	Preferred	<ul style="list-style-type: none"> • Certificate in Motion Graphics • Bachelor's degree in Graphic Design, Art, Visual Communications, or related field 	
Work Experience	Minimum	<ul style="list-style-type: none"> • Five years of experience working as a motion graphic designer in an ad agency, design shop, corporate in-house agency or similar. • Experience in art directing original photography and videography • Experience in visual and audio design and editing 	
	Preferred		
Licenses & Certifications	Minimum		
	Preferred		
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Experience in mentoring/training other design staff • Design portfolio should represent a cross-section of skills in creative conceptualizing, design, production and emphasize creative, high-quality, engaging, and imaginative motion graphics • Highly proficient using Mac computer system and software • Highly proficient using design software (Adobe After Effects, Media Encoder, Premiere Pro, Photoshop, Illustrator) • Skilled in using Microsoft software (Word, PowerPoint, Excel) 	

UW HEALTH JOB DESCRIPTION

	<ul style="list-style-type: none"> Skilled in working with PDF workflow Knowledge of web-based design work Ability to learn computer and application skills as applicable to role Ability to interact with and work around people Ability to make judgments in demanding situations Ability to react to frequent changes in duties and volume of work Effective communication skills Ability to listen empathetically Ability to logically organize details Comfortable accepting responsibility for medium- to large-scale projects involving multiple resources and spanning many months from start to finish Ability to manage multiple concurrent activities 			
PHYSICAL REQUIREMENTS				
Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>				
Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.