Amnesty International UK UX/UI and Web Designer – call for applications

About Amnesty

For over fifty years, we've been campaigning for human rights wherever justice, freedom and truth are denied. Strong UX and web design has an increasingly important role to play in engaging people in the issues we work on – and ensuring people act for change.

We're looking for a freelance UX & Web Designer to help us deliver visually powerful, fully optimised and user friendly enhancements to our website amnesty.org.uk – including improvements to our homepage, donate pages and blogs.

About the role

Drawing on your considerable experience of producing designs for websites that have impact and increase conversions, you'll work with the Digital Technical Manager and Digital Manager on a number of projects to enhance amnesty.org.uk – ensuring UX best practice is adhered to, and that our templates are optimised for mobile devices. We want you to improve our user experience.

You'll work from briefs to manage the full design process – from wireframes upward – delivering the final versions to developers. As part of this you'll present your designs to key stakeholders, using your expertise to respond to feedback and always keeping the user experience at the forefront of your work. Projects include: the redesign of our homepage, blogs area, donation pages and profile page, and development of the look and feel of our upcoming 'community space'. We would also like you to provide guidance and expertise to our in-house design team, coaching them in web design best practice.

About you

With considerable professional experience of UX and web design, and a solid understanding of how people behave online, you take a human-centred approach – putting the user at the heart of every project. You have the skills and expertise required to build effective userflows and an in-depth knowledge of Photoshop and Illustrator (or alternative creative software package). You are a good communicator with painstaking attention to detail and proven ability to produce web designs that increase engagement.

Detailed requirements

- We would prefer this role to be five days a week. We envisage it being an eight-week contract initially. Exact time commitment to be determined with consultant.
- Full design process for the projects listed above

Performance requirements (KPIs)

- % increase in conversions on relevant pages
- Designs delivered on time and to scope

Skills and Experience

Essential:

- Proven experience of UX/UI and web design, reflected in your first-rate portfolio
- Demonstrable experience of responding to briefs and working with clients or other stakeholders
- Experience of designing for responsive sites

- Excellent knowledge of creative software packages and wireframing tools
- Understanding of online behaviours and trends, and ability to adapt designs accordingly

Desirable

- Experience of using software to test designs and optimise accordingly (data driven design)
- Understanding of UX for mobilisation
- Commitment to, and understanding of, persuasive design
- Knowledge of HTML

Amnesty International values diversity and welcomes applications from all sections of the community.

Contract details
- Start: as soon as possible
- Duration: to be advised by consultant, minimum six weeks.

Conditions of Contract

Amnesty International UK will pay the successful Consultant on a monthly basis (negotiable). Fee to be negotiated.

The consultant will be a self-employed person responsible for taxation and national insurance or similar liabilities or contributions in respect of their fee. The successful consultant will not, therefore, be entitled to Amnesty International's Staff Terms and Conditions and nothing in this agreement constitutes a Contract of Employment.

Key people
This role will be in the digital team and is responsible to the digital manager.

Applications

To apply please provide:
- A CV, three examples of your work, and covering letter outlining your suitability for the consultancy
- A proposed time plan and budget

Applications should be emailed to berry.cochrane@amnesty.org.uk by 8pm on Friday 29 July.

If you would like to discuss this brief in more detail please contact:

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