



Digital Designer

About Downing

Downing is a fast growing, entrepreneurial investment manager based in the City of London. We believe a great investment opportunity isn't just financial, it's a chance to invest in things that matter – our environment, our health, our society, our local communities and our economy. Our ability to adapt and innovate to create investment products for our customers is key to our growth and success and our [core values](#) are vital to everything we do – from the businesses we invest in to the people we hire.

Over 25,000 investors trust Downing with over £1 billion of their money, invested into businesses that can make a difference.

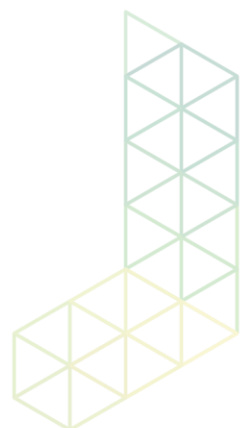
Roles and key responsibilities

We have an opportunity for a talented digital product designer to join our team. You'll use your design thinking and design doing skills to help solve complex problems and develop beautifully creative solutions.

We're looking for you to lead and shape design at Downing – working with our new brand guidelines and our digital design system. You'll collaborate with product managers, business analysts, marketing & comms, sales, customer services and development teams to build delightful, useful and usable products that our customers (both internal and external) love to interact with.

We expect you to be passionate about customers – whether that means analyzing user behavior through online recordings, heatmaps, GA or speaking to users to understand their motivations. The insights that you discover are the basis for you to validate your design decisions. You're a true champion of user needs.

We're a small team that is growing therefore your ability to adapt to change is crucial. As a team we support the entire firm's digital transformation initiatives so you'll have the opportunity to work on a wide range of products and features. In addition, we're also looking for someone with broad multidisciplinary design skills that can be called upon for marketing and collateral work.



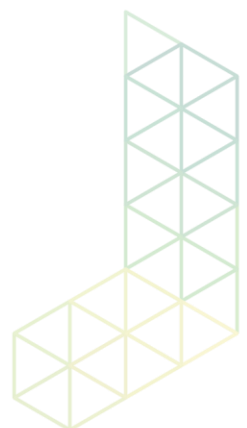


Key tasks

- **Product design**
 - Understand user needs, business requirements and analyze insights to create appropriate design solutions that maximize ROI.
 - Collaborate with product, marketing and development teams to take designs to build – activities include but not limited to creating wireframes, user flows, design specs and visual designs.
 - Lead the design (UX/UI) planning for one Downing digital portal (a single investor platform to allow users to manage their investments across all Downing's product range) and an adviser portal (a support platform to help our network of advisers sell Downing products).
 - Manage and lead the development of our current design system. Be the key person to drive this forward and promote/communicate the benefits to the rest of the business.
 - Help to develop the best customer experience by improving the usability of our customer service hub, create user-friendly designs for all our communication.
- **Collateral design**
 - Manage the agency producing beautiful, clear and compelling collateral in conjunction with product & comms
 - Take on minor design work yourself for speed to market – help junior team members develop their design skills and abilities with indesign/sketch etc.
 - Create merchandise so cool people try to steal it
- **Brand development and guidelines**
 - Continue to evolve the brand look and feel to reflect the new purpose of the firm: Responsible Investment

Behaviours

- To always put the customer first and communicate opportunities clearly and in a balanced way
- To report promptly to the company's Money Laundering Reporting Officer any known or suspected money laundering activities by the Company's clients or prospects (or by the person on whose behalf the client/prospect is acting)
- To act in an ethical way at all times
- To act in accordance with the company's operating and compliance procedures at all times and to bring any potential or actual breaches to the immediate attention of the Head of Compliance, always conscious of the FCA's Treating Customers Fairly principles.





Job specific requirements

- Experienced UX/UI (interaction/visual) designer who can work independently, who can lead/champion design and mentor junior members (this is not a line management role however coaching skills are desired).
- In depth knowledge of user-centered design process with a degree and/or masters in a design-related course.
- A creative thinker as well as a detailed doer – an attitude of continuously wanting to improve designs for the user and an ability to balance that with business priorities.
- Comfortable to go from user journeys to wireframes and prototypes to beautifully crafted high-fidelity visuals – you enjoy the details as much as the bigger concepts.
- An expert in design software – Sketch, Invision, Adobe CS (we use Balsamiq for wireframes and Lucid Chart for journeys – but happy for you to introduce us to new tools).
- Familiar with user research methods – we use Hotjar and GA to track user behavior.
- A portfolio of detailed examples of beautiful interaction and visual designs plus sketches/notes of how you've developed your solutions.

Personal profile

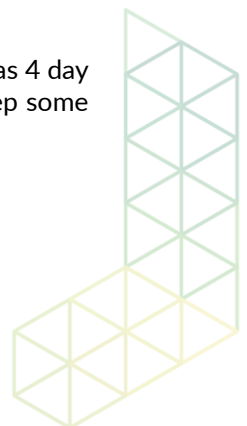
- **Attention to detail** – our marketing, product and investment managers and senior accountants are detail-oriented so you must be comfortable with the data you are presenting
- **Confident working in a regulated environment** – your work will be subject to Financial Promotion regulations
- **Customer-oriented** - you care about improving service to internal customers and providing solutions to deliver successful, right-first-time outcomes
- **Approachable**, friendly and professional while working diligently. Nothing is too much trouble
- **Team player** – have fun! We do our best to cultivate an open, honest, hard-working but fun culture

Pay and benefits

For the successful candidate, we will put together an attractive reward package that will include:

- Competitive
- Discretionary bonus (typically 10%)
- Pension scheme
- Health insurance
- Life assurance
- Income protection
- Death in service insurance
- Additional social perks

We welcome diversity and would consider some flexibility on working hours and location such as 4 day weeks or reduced hours for example for parents and carers or entrepreneurs who want to keep some of their working week free for their own projects.





Additional details

- Reports to the Digital Product Director
- Full-time working from London office, in Monument
- All candidates must be eligible to work in the UK or have a working visa

To apply please send your CV to recruitment@downing.co.uk. Make sure to include your notice period.

We try to reply to all individual applicants and will provide feedback for any candidates that reach the interview stage.

Please note, we are committed to sourcing candidates directly and as such we do not accept speculative CVs from agencies.

To understand what information we collect about you, how we will use it and for what purpose, please read our [privacy notice](#).

