



WEB DESIGNER

Full Time / Hybrid (1 day in office) / £40k

ABOUT US

Farlo specialises in data-informed UX/UI design and website development tailored for e-commerce performance. With a focus on live events and ticketing technology, Farlo utilise insightful data analysis and advanced tracking capabilities to strategically optimise web experience. Alongside our proficiency in tracking and analytics, Farlo creates user-centric website experiences aimed at enhancing brand performance.

Farlo is part of SINE Group, a pre-eminent marketing agency based in the heart of London that provides digital solutions for some of the biggest names in Live Entertainment, Fashion and E-commerce.

ABOUT YOU

We are looking for a talented web designer with strong creative skills to join our growing team. The successful candidate will need a background in web design and development, with a keen focus on creative design. Strong attention to detail and accuracy are essential, as well as a good understanding of device and browser constraints. The role will allow hybrid working and flexible hours, candidates can work mainly remotely but will be expected to work at least one day a week in our newly furnished Central London office.

RESPONSIBILITIES

- Designing highly creative websites, drawing from prototypes designed in Figma
- Collaborating with UX/UI designers and data analysts to incorporate data-driven insights into visually compelling designs
- Ensuring websites are optimised for performance and SEO, leveraging best practices to meet and exceed web standards
- Providing design expertise and support to the development team
- Advising clients on design and UX best practices
- Playing a key role in maintaining and enhancing existing websites, ensuring they stay ahead of design trends and user expectations

REQUIREMENTS

- A minimum of three years experience working as a web designer, web developer, frontend developer or similar role
- A robust portfolio showcasing your flair for creative web design
- An appreciable understanding of WordPress for implementing your designs
- Familiarity with front-end development practices, with an emphasis on implementing design accurately
- Excellent communication skills, capable of clearly articulating design concepts within the team and to clients, and collaborating effectively across teams
- A good understanding of WordPress development
- The ability to build websites from prototypes designed in Figma
- An understanding of technical and best-practice SEO techniques
- Attention to detail with a high degree of accuracy

DESIRABLE

- Experience developing custom WordPress themes and plugins
- Experience working on live events or ticketing is highly desirable
- Working knowledge of Google Tag Manager
- Expertise in ecommerce for WordPress (eg: WooCommerce)
- Exposure to popular ecommerce solutions (WooCommerce, Shopify, Magento, BigCommerce, etc.)
- Experience working with Bedrock Roots WordPress framework
- Exposure to Node.js, React, or other Javascript frameworks
- Background of using Laravel to build websites, dashboards or web applications
- Experience working with Google APIs

BENEFITS

- Generous holiday allowance including additional time off during the Christmas period and incremental holiday days based on tenure.
- Early finish on Fridays.
- Flexible working hours promoting work-life balance.
- Hybrid work model with a blend of remote and in-office work.
- Access to complimentary tickets for prominent live events in the UK.
- Vibrant office culture with local neighbourhood discounts and a newly fitted office in Fitzrovia.



- Structured personal development and training opportunities, including industry conferences.
- Active social events calendar and opportunity to contribute ideas to the social calendar.
- Opportunities to influence the agency's culture and benefits.

LOCATION

Our offices are based in the heart of Fitzrovia, minutes walk from Goodge Street, Tottenham Court Road and Warren Street stations.

APPLY

Please email your current CV, cover letter and portfolio of your previous work to careers@farlo.co.uk

Sorry no recruiters