



Title: Senior Web Designer

Department: Strategic Marketing and Communications

Reports to: Creative Director

Location: Overland Park, KS (Onsite role)

Type: Full-Time, Exempt

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you are ready to be a part of a team that's shaping the future of financial services, we would love to hear from you.

Position Summary:

The Senior Web Designer is a highly creative and technically skilled individual who will lead the design, development, and optimization of high-performing websites that enhance user experience and drive business results. You will be the go-to expert for crafting visually stunning, user-friendly websites that align with business goals, incorporating the latest in digital marketing, SEO, and web design best practices.

Working within the Strategic Marketing and Communications (SMAC) department, the Senior Web Designer will collaborate closely with cross-functional teams, including project managers, copywriters, and graphic designers. This position offers the opportunity to lead innovative projects and make a measurable impact on client success and company growth.

What You'll Do

Web Design & Development

- Design and develop engaging, responsive, and conversion-focused websites using platforms such as WordPress, Duda, Webflow or similar CMS.
- Conceptualize and execute visually compelling designs that align with client goals, ensuring adherence to UX/UI best practices.
- Lead the creation of user-friendly designs optimized for speed, accessibility, SEO, and cross-device compatibility.
- Provide strategic input on website redesigns, ensuring alignment with evolving industry trends and organizational needs.

Collaboration & Project Execution

- Partner with internal teams and clients to translate business goals into impactful web designs and strategies.
- Collaborate with project managers to ensure seamless communication and alignment on timelines, goals, and deliverables.
- Oversee website updates, ensuring timely implementation for SEO, lead generation campaigns, product launches, webinars, and events.
- Act as a mentor to junior web designers, fostering skill development and encouraging creative problem-solving.

Data-Driven Decision Making

- Leverage website data to analyze user behavior, improve design elements, and refine conversion paths.
- Develop and report on key performance indicators (KPIs) to demonstrate website performance and recommend optimization strategies.

Skills and Competencies:

Creative and Technical Skills

- Mastery of web design principles, UI/UX best practices, and digital marketing strategies.
- Expertise in building and optimizing websites for SEO, lead generation, and user engagement.
- Advanced proficiency in HTML, CSS, responsive design, and CMS platforms (WordPress, Duda, Webflow).
- Strong understanding of analytics tools (Google Analytics, Tag Manager) and their role in informing design and functionality.
- Familiarity with JavaScript and basic coding principles is a plus.

Leadership and Interpersonal Skills

- Excellent communication skills, with the ability to effectively explain design decisions and gather input from clients and stakeholders.
- Strong problem-solving abilities and attention to detail, ensuring high-quality output under tight deadlines.
- A collaborative mindset, with experience working in cross-functional teams and mentoring junior team members.

Preferred Experience and Additional Skills

- 5+ years of professional web design experience, with a portfolio showcasing modern, innovative designs.
- Bachelor's degree in Design, Digital Marketing, or a related field (or equivalent experience).
- Proficiency in tools such as Adobe Creative Suite (Photoshop, Illustrator, XD) and design collaboration platforms like Figma or Sketch.
- Proven ability to manage multiple projects simultaneously in a fast-paced environment.
- Deep knowledge of responsive design, accessibility standards, and the latest web development trends.

About CreativeOne

CreativeOne is an industry-leading marketing and consulting firm that helps independent financial advisors grow their businesses. We combine deep financial expertise with full-service creative and media capabilities, delivering tailored marketing that drives measurable growth. With over 40 years of innovation behind us, we're building the next generation of advisor marketing—and we're looking for top talent to help lead the way.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Our company does not currently sponsor employment visas. Applicants must be authorized to work for any employer in the U.S.

No unsolicited agency or recruiter inquiries, please.