WEB DESIGNER

Job Ref. No: #JDMPR3300

2025 - 2026

- **Company Name** : Moris Media LLC
- **Designation** : Web Designer
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : IT/ Art & Design Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a **Web Designer position in Pakistan,** offering an exciting opportunity for creative professionals to design and develop high-converting landing pages and exceptional digital experiences. This role involves crafting visually appealing and user-friendly designs tailored to meet client objectives and branding requirements. The Web Designer will collaborate closely with marketing teams and clients to understand project goals, create wireframes and prototypes, and translate concepts into responsive and optimized designs using HTML, CSS, and potentially JavaScript.

This role also requires a deep understanding of user experience (UX) principles, ensuring designs are intuitive, engaging, and aligned with current trends. The Web Designer will be responsible for enhancing SEO performance, conducting A/B testing, and implementing feedback to refine and improve designs. Staying updated with the latest web design practices and tools is essential to maintain a competitive edge and deliver outstanding results.

Strong communication skills will be crucial, as the Web Designer will present ideas, gather client feedback, and collaborate with cross-functional teams to ensure seamless execution of projects. Working on multiple projects simultaneously, the ideal candidate will bring a blend of technical expertise, creative innovation, and a keen eye for detail to deliver high-quality, impactful designs that elevate the digital presence of Moris Media's diverse clientele.

Primary Responsibilities

- Design and develop visually stunning, high-converting landing pages tailored to client objectives and branding requirements.
- Collaborate with marketing teams and clients to understand project goals, target audiences, and campaign strategies.
- Create wireframes, mockups, and prototypes to effectively communicate design concepts and workflows.
- Implement responsive web designs using HTML, CSS, and JavaScript to ensure optimal functionality across devices and platforms.
- Optimize landing pages for improved SEO performance, faster loading speeds, and enhanced user experiences.
- Conduct A/B testing and analyze performance data to continuously refine designs and improve conversion rates.
- Maintain consistency in branding, typography, and visual design across all digital platforms.
- Stay updated with the latest design trends, tools, and UX best practices to ensure innovative and competitive web solutions.
- Collaborate with graphic designers, content creators, and developers to align visual and written content seamlessly.
- Present design ideas to internal teams and clients, incorporating feedback into the final deliverables.
- Ensure cross-browser compatibility and troubleshoot any technical issues in design implementation.
- Conduct usability testing to identify design flaws and implement improvements for better user engagement.
- Manage multiple design projects simultaneously while meeting tight deadlines and maintaining quality.
- Provide creative input and fresh ideas to enhance the overall digital marketing and branding strategies of clients.

- Adhere to Moris Media's high standards for web design and contribute to delivering exceptional digital experiences for a diverse client portfolio.

Required Skills

- **Proven Experience:** 3–5 years of professional experience in web design, with a strong portfolio showcasing high-quality designs and impactful landing pages.
- **Creative Mindset:** A flair for innovation and creativity to craft visually engaging and user-friendly digital experiences.
- **Communication Skills:** Exceptional communication and interpersonal skills to effectively collaborate with teams and clients.
- **Technical Proficiency:** Expertise in HTML, CSS, and responsive design principles; knowledge of JavaScript and front-end frameworks (e.g., React, Angular) is a plus.
- **UX/UI Expertise:** Strong understanding of user experience (UX) and user interface (UI) principles to create intuitive and seamless designs.
- **Attention to Detail:** Meticulous approach to design elements, ensuring consistency, precision, and alignment with client branding.
- **SEO Knowledge:** Familiarity with SEO best practices to enhance web page visibility and performance.
- **Adaptability:** Ability to work on multiple projects simultaneously and thrive in fast-paced environments.
- **Trend Awareness:** Up-to-date with the latest web design tools, technologies, and industry trends.
- **Collaboration Skills:** Experience in working with cross-functional teams, including marketing, content, and graphic design professionals.
- **Problem-Solving:** Ability to troubleshoot design and technical issues effectively.
- **Time Management:** Strong organizational skills to meet deadlines and manage workload efficiently.
- **Travel Openness:** Willingness to travel when required to collaborate with clients or attend on-site meetings.
- **Customer-Centric Approach:** A keen understanding of client objectives and the ability to translate them into impactful web designs.
- **Passion for Innovation:** A proactive approach to improving design practices and contributing fresh ideas to projects.

Qualifications & Experience

- **Education:** A Bachelor's or Master's degree in Web Design, Graphic Design, Computer Science, or a related field is preferred. Equivalent professional experience with an outstanding portfolio may also be considered.
- **Travel Readiness:** The candidate should be open to traveling for client meetings, on-site collaborations, or team events as needed.
- **Technical Equipment:**
    - Access to a high-performance laptop or desktop with sufficient processing power and memory to handle

design and development tasks efficiently.
  - A high-speed broadband internet connection for seamless collaboration, online resource access, and transferring large files.
  - A dedicated workspace, whether physical or virtual, that is distraction-free and conducive to focused and organized work.
- **Salary:** Moris Media offers a competitive salary and benefits package tailored to the candidate's experience, skills, and expertise. Salary discussions will take place during the interview process for shortlisted candidates.

Candidates with a combination of technical skills, a creative mindset, and a willingness to adapt to project needs are encouraged to apply.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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