

ual:

Midweight Designer Freelance

Job description and person specification

Creative | September 2026

Job description

Job title: Midweight Designer

Department / Team: Creative, Communications

Accountable to: Senior Designer

Contract: Freelance / Arts Temps

Term: 35 hours per week—Monday to Friday, 9am-5pm

Grade: 4

Salary: £ per annum

Location: Hybrid—co-located minimum 2 days a week (Wednesday and Thursday) at 272 High Holborn or other UAL College sites

Purpose of role

This Midweight Designer role is to guide and creatively engage in the design process from beginning to end, responding to a variety of briefs from across the organisation. You will be joining an in-house design studio team of 4 multi-disciplinary designers and focusing mainly on design strategy, design systems and campaign design.

Key duties and responsibilities

- Work with the team in the creation of creative, on brand design assets, across digital and print, based on a good commercial understanding of multi-channel communication campaigns, using our brand guidelines and following a strategic approach.
- Support the wider Creative team on projects progression, from ideation to final delivery, to ensure collective delivery on time and budget.
- Critical assessments on design briefs to problem-solve and provide multiple creative solutions, considering budget and timelines.
- To use our brand guidelines and templates as appropriate and act as a brand guardian.
- Respond to design briefs with well-researched designs, using design thinking methodologies and providing a variety of design options as necessary.
- Facilitate application of accessibility guidance in assets creation and sustainability recommendations for best practice on print and digital.
- To join and facilitate regular meetings with designers and colleagues commissioning work.
- Confident presenting work at different stages of the design process, to our design team and stakeholders.
- To work in an iterative way, planning and facilitating research and testing workshops and taking part on feedback loops with designers and stakeholders.

- To support and/or lead projects, act as a point of reference for stakeholders and keep them updated.
- Able to receive feedback and apply it using an iterative approach to produce high-quality work.
- Comfortable working independently as well as collaboratively, and proactively to support the team.
- To manage freelance Junior Designers and proactively support their personal professional development.
- To give constructive feedback to the team with actionable next steps to support the smooth running of projects.
- To engage with our processes and feed into our agile ways of working.

Management responsibilities

- Budget: None
- Staff: None
- Equipment: as appropriate.

Key working relationships

- Line manager: Senior Designer
- Brand and Strategy, Creative, and Content colleagues
- Communications Department colleagues

General duties

These duties below are in addition to the duties and responsibilities listed above:

- Perform duties and tasks consistent within the scope and grade of your role as reasonably may be expected and assigned to you from anywhere within the university.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Staff Charter and Dignity at Work Policy and anti-racism plans, promoting equality diversity and inclusion in your work.
- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Person Specification

This section provides a list of 10 essential criteria and 2 specified desirable criteria that you will need to demonstrate you meet as part of the recruitment process.

Experience, knowledge and qualifications

- Degree or professional qualification in design or relevant discipline, and/or significant experience working in multi-disciplinary agile teams, in in-house, freelance or agency design roles.
- Evidences good in-depth understanding of the creative application of graphic design, typography, colour, photography and accessibility across multiple touchpoints, including multi-channel campaigns for digital and printing and the application of brand guidelines.
- Experience in Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects) and Figma.
- Knowledgeable of Microsoft Office suite (Outlook, Excel, Word, PowerPoint) and experience in Trello, Miro or similar tools (desirable).
- Knowledge of design thinking and agile principles and methodologies.

Communication skills

- A highly creative individual who is comfortable talking about and explaining their ideas clearly and effectively orally, in writing and using visual media to stakeholders, department and team.
- Active participant in feedback workshops, both with clients and the team and able to give and receive constructive feedback and apply it to produce high-quality work.

Leadership and management

- Experience motivating, leading and managing designers effectively, setting clear objectives to evaluate performance (desirable)

Planning and managing resources

- Plans, prioritises and organises work to complete projects on time, and able to manage multiple tasks and deadlines simultaneously.

Teamwork

- Self-motivated, competent working independently as well as with a team or with different professional groups to produce high-quality work, ensuring principles of equality, diversity and inclusion are upheld.

Student experience or customer service

- Builds and maintains positive relationships with students and key stakeholders.

Creativity, innovation and problem-solving

- Creatively uses initiative to resolve day-to-day challenges.