SPARKY

CANDIDATE BRIEFING PACK

SENIOR ECOMMERCE DESIGNER

JOIN A TEAM THAT TAKES ECOMMERCE SERIOUSLY, BUT NEVER THEMSELVES.

WELCOME TO SPARKY!

We're excited that you've taken the time to explore our business and potentially join us on an incredible journey at Sparky! We are on a mission to redefine what it means to be an agency in the eCommerce space, and this Senior eCommerce design role is crucial to our future growth plans.

For us, it's essential to provide our clients with sites that not only exude a highly shoppable and user-friendly experience but also flow with brand personality. We need you to lead that charge at Sparky finding the perfect blend between branding and beautiful UX. You'll also play a key role in defining the product design strategy for Sparky software products, which will change the game for agencies and eCommerce brands in the near future.

I'm not sure I have enough time to go through all the reasons why Sparky is a great place to be for talented eCommerce professionals. But we know who we are. We're outward-looking and preparing for the future. We've created an open culture where everyone's involved. We're investing in product development. We doubled our revenue in 2021. And we've got some seriously cool clients that see us as an extended member of their team.

I look forward to meeting you and sharing the excitement of what we're building at Sparky.
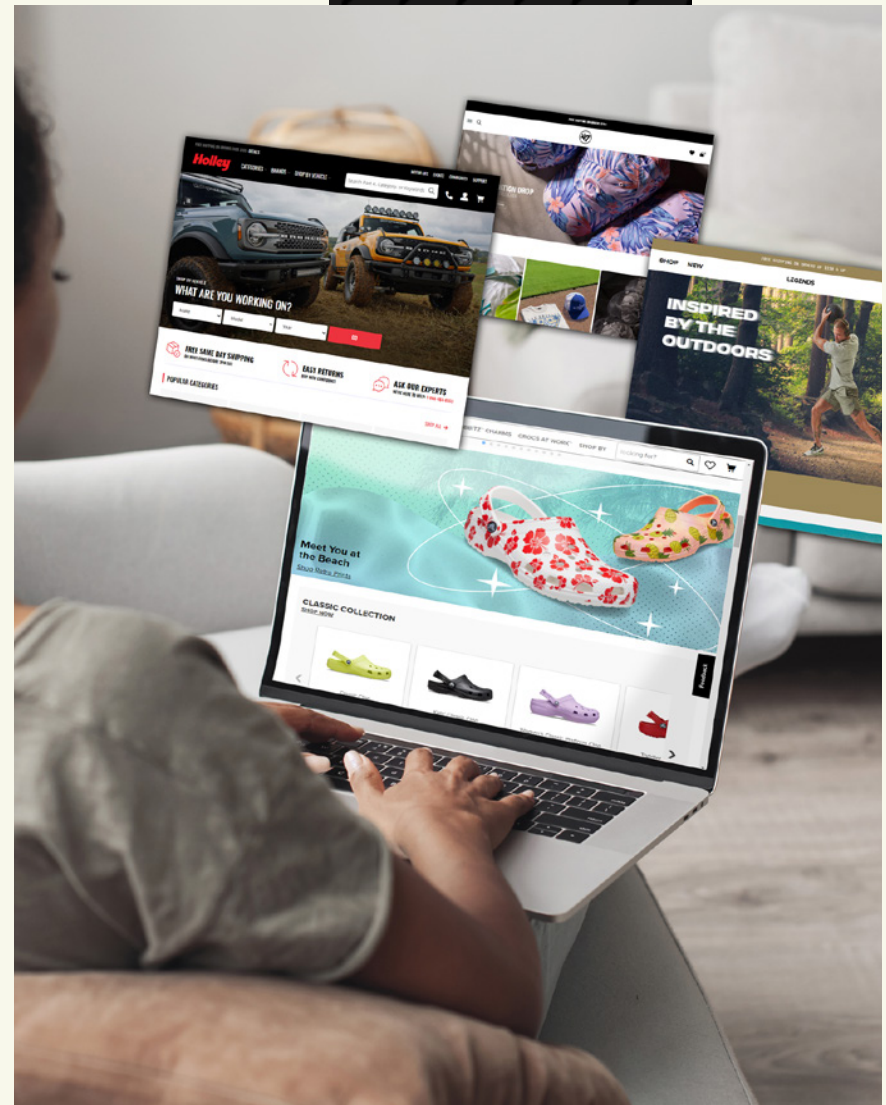
Ian Rich

Ian Rich
Founder

BE A LITTLE BIT SPARKY

Packed full of passionate individuals, Sparky has fostered an environment where risk-taking is commonplace, and experimenting is key. We believe that with the right people in the right places, everyone will achieve greatness. It's not about trying to one-up or impress each other. It's just about doing good work.

At Sparky, you'll be working across multiple projects, and benefit from the different dynamics each client brings. You will also be encouraged to follow your own curiosity and create your own opportunities to add value.

OUR CORE VALUES

Own it
Have confidence in the work you're doing. Stand behind it and present it with pride.

Take chances
Risk-taking is standard at Sparky. We encourage our staff to innovate because that's where greatness lies.

Let ideas breathe
Work intentionally, but never in a vacuum. Let ideas percolate.

Play the long game
We don't look for a quick cash grab. We care for our client's needs, and over time they become as valuable to us as we are to them.

Make 'em laugh
We take eCommerce very seriously, but never ourselves. We are a tribe of self-confessed geeks - but the cool kind, we promise!

SOME OF OUR CLIENTS

GHOST

'47

crocs™

LEGENDS

CONVERSE

heydude

Holley

MOMENTOUS

OF / MERCER

Swoveralls™
FREE THE WAISTBAND

EMPLOYEE BENEFITS

If working with awesome people and cool brands isn't enough. We're proud to offer a wide variety of benefits that support our employees and enhance our company culture. At Sparky, we know how valuable benefits are, and as we continue growing, we'll make sure that we continue to offer benefits that work for everyone:

Unlimited PTO

Macbook Provided

Fully Remote

401K Plan

Health, Dental & Vision Insurance

Life Insurance Plan

REASONS TO JOIN

⚡ **People & culture without the cliches**
Be part of a collective where no one takes themselves too seriously, and people genuinely care about what they do. No internal politics. No silos. Just open leadership and an environment where everyone is involved.

⚡ **A melting pot of eCommerce enthusiasts**
If you're interested in eCommerce there are not many more exciting places to work. We're outward-looking and ok, yes, a bit nerdy. But there's so much internal knowledge to share. It's an environment where you can try things, take risks, and take feedback.

⚡ **Firmly focused on the future of eCommerce**
From disrupting the traditional commercial model of eCommerce to building proprietary products and platforms to help ourselves, and our customers grow at scale – we're thoughtfully building something meaningful with a strong vision for the future.

⚡ **Shape the next big names in eCommerce**
Play your part in helping businesses that are on the cusp of being huge. Work with high-potential brands that just so happen to be amazing to collaborate with. You'll feel like an extended member of their team and be afforded the time to really make an impact.

⚡ **A unique growth opportunity**
Where there's loads of growth, there's often plenty of career opportunity. Join a business that's doubled in revenue and seen a 200% plus increase in team size. We're going places and need someone to really own the internal design strategy and create brand-forward, conversion-friendly eCommerce experiences for our clients.

FUN
HARD WORKING
NERDY
QUIRKY
SINCERE
KNOWLEDGEABLE
THOUGHTFUL
MEANINGFUL
CARING
EXCITING
**AUTHENTIC**
INFORMAL
BOLD

LIFE AT SPARKY

"After having a great collaborative experience on a previous project with CEO Ian Rich, an opportunity to join Sparky full-time presented itself. I've been so grateful for the opportunity to get involved due to the incredible work dynamic, company culture, and exciting client projects that we get to work on."

Josh, Digital Designer

THE DOGS OF SPARKY

MURPH
Murph

DOLORES
Dolores

LOLA
Lola

CHICO
Chico

TIMMY
Timmy

MARISOL
Marisol
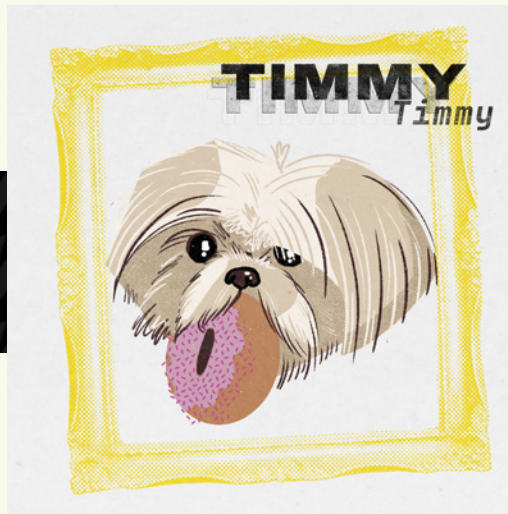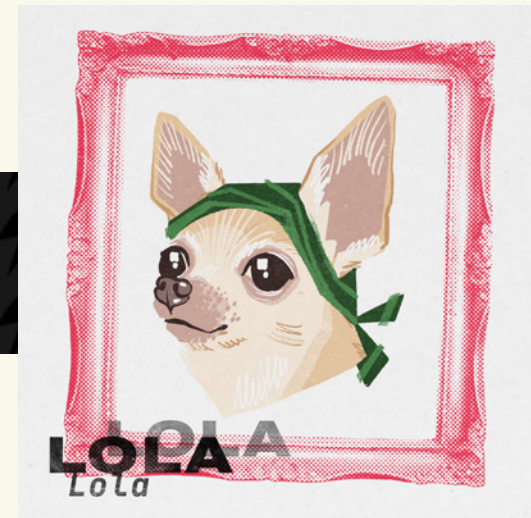
THE INTERVIEW PROCESS

At Sparky, we believe there's nothing worse than a long drawn out interview process that takes many weeks to get through. That's why we've refined ours to be as streamlined as possible, with two formal interview rounds and a possible design task at the end.

1

Introductory call with CEO

An short introduction to Sparky and the role in general, and an opportunity to tell your story
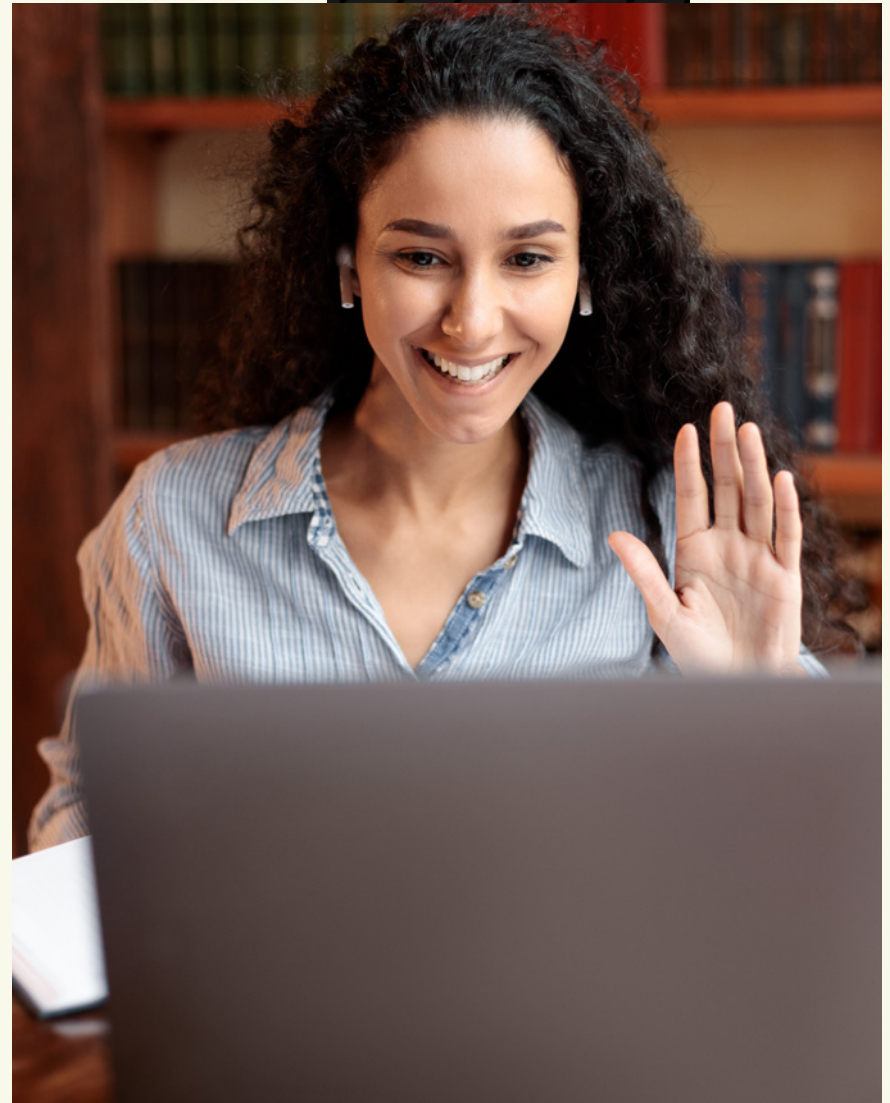
2

Interview Stage

A finer look at your prior experiences, and a portfolio review with members of your future team

3

Small Design Task

There may be a small design task to wrap up the interview process, but it won't be a major time-sink.

SENIOR ECOMMERCE DESIGNER

As Senior Digital Designer, you'll be responsible for creating brand-forward, conversion-friendly eCommerce experiences for some incredible brands.

About the Role

This is an important hybrid internal/client-facing role that will have a huge impact on both the behind-the-scenes Sparky business, as well as our awesome clients.

As Senior Digital Designer, you'll be responsible for creating brand-forward, conversion-friendly eCommerce experiences for some incredible brands. You'll also play a key role in defining the product design strategy for Sparky software products, which will change the game for agencies and eCommerce brands in the near future. Seriously. We're building game changers.

Your Responsibilities:

— Conceptualize and execute on compelling design concepts in line with clients' brand and commerce initiatives

— Advise clients on industry best practices when appropriate

— Continually experiment with new tools & technologies

— Collaborate with other designers, both in-house, and freelance

— Actively look to enhance the e-commerce experience of our clients' websites – focusing on mobile, CRO, and brand DNA

Your Skills:

— Strong visual design aesthetic & conceptual thinking

— Strong handle of layout, navigation, typography, colors, and image composition as applied to web and mobile experiences

— Meticulous attention to detail in all deliverables

— Excellent written and verbal communication skills

— Excellent and efficient organizational and time management skills; able to self-manage and prioritize tasks to ensure work is delivered on time and meets Sparky standards

Your Experience:

— 3-5 years digital design experience with a focus on eCommerce sites; prior experience in an agency is a plus

— Solid working knowledge of the Adobe Suite, Figma, and Zeplin

— Working knowledge of HTML/CSS preferred, but not required (our designers are not expected to code websites)

— Solid knowledge of industry tools and understanding of designing intuitive and responsive user experiences

— Understanding of fundamental eCommerce KPIs and how they impact design decisions

✌️ & ❤️

⚡ **SPARKY**