Visual Design Specialist

Project Title	Visual Design Specialist
Project Summary	Join us as we develop a campaign to make health insurance eligibility rules digestible. Working as part of a small team, you will transform legal regulatory text into user-friendly, fun, and great-looking graphics. In addition, you will use social media to analyze and report on customer feedback.
Country	United States

Project Description

The Healthcare and Insurance office within the U.S. Office of Personnel Management provides healthcare benefits to more than 8.3 million covered lives. The goal of this project is to educate users on family member eligibility rules pertaining to healthcare coverage. You will contribute to improving the effectiveness of the Program and help users understand the often complex and intimidating rules of health insurance. We will apply user centered design principles to craft graphics that are beautiful and accessible across many platforms.

In your role, you will use your creativity to design graphics that engage and excite users to learn more about health insurance policy. In addition, you will create high-quality animated videos to communicate the message and create emotional resonance with users. As the campaign is rolled out, you will analyze social media to report on customer reactions to the campaign.

Finally, you may also do other tasks as mutually agreed.

Required Skills or Interests

Skill(s)
Design thinking
Educational design
Graphic design
Infographic design
Marketing
Social media management
Storytelling/blogging/vlogging

Additional Information

Please be sure to include information on past design projects and your proficiency with various graphic design tools. It is extremely helpful if you have your own access to graphic design programs.

Language Requirements

None