



Summer 2014

**Urban Dictionary is looking for a San Francisco-based designer or small design firm.** We need your skills to continue our rebellion against the Dictionary.

If this sounds like you, please say hello with a link to your portfolio:  
[jobs@urbandictionary.com](mailto:jobs@urbandictionary.com). Thanks.

**We're looking for a designer or small design firm:**

- with strong typography skills
- with existing work that matches Urban Dictionary's personality
- who understands Urban Dictionary's humor and audience
- who is familiar with modern web and mobile design
- who can reimagine the site and apps
- who can work incrementally, in small steps towards a larger goal
- who can help us find other collaborators
- who we can work closely with, ideally in San Francisco
- who has a flexible, independent freelancer's schedule
- who is available part-time
- who is an individual or small design firm

**Our site goals:**

- Increase engagement
  - monthly visits
  - social shares
  - time on site
  - time in app
  - app downloads
  - newsletter signups
  - email open rates
- Increase revenue
  - sales of licensed products
  - advertising revenue
- Strengthen brand
  - Convey Urban Dictionary's sense of humor
  - Convey Urban Dictionary's approach to language change
  - Increase the number of people who know about Urban Dictionary
  - Make the design of our products consistent, even when they are created by

our partners



### **Projects that we will work on:**

1. Licensing
  - a. Create letterhead and business cards
  - b. Create templates for our [on-demand mugs, magnets and t-shirts](#)
  - c. Refine marketing materials for our licensing and advertising partners
  - d. Create brand guidelines for licensing partners who are designing board games, greeting cards and gifts
  - e. Explain brand guidelines to licensing partners
2. Advertising
  - a. Create ad units that integrate with the site and satisfy users and advertisers
  - b. Create banner ads for internal campaigns, such as our [book](#)
3. Web
  - a. Create templates for our [blog](#), [fail whale page](#) and [advertiser page](#)
  - b. Revisit how images, video and audio are used on the web site
  - c. Revisit the design of [UrbanDictionary.tv](#), our video-only site
  - d. Integrate [the store](#) with the rest of the site
  - e. Theme the site for holidays like our [birthday](#) and [April Fool's Day](#)
  - f. Create AB tests to address our site goals
  - g. Design our responsive mobile, tablet and desktop sites
  - h. Add Creative Commons badge to definition views
4. Email
  - a. Design a template for our [Word of the Day](#) newsletter
  - b. Design a template for our [transactional email](#)
5. Apps
  - a. Design native [iPhone](#), iPad and [Android](#) apps
  - b. Create assets for our app listings on [Google Play](#) and [iTunes](#)
6. Social
  - a. Design [preview images](#) for [Twitter](#) and [Facebook](#)
  - b. Create assets for our [Facebook](#), [Twitter](#) and [Google+](#) pages
  - c. Help find an illustrator for Urban Word of The Day
7. Product

- a. Brainstorm and design new features
- b. Identify features that should be removed

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