

## **FREELANCE WEBSITE DEVELOPER & DESIGNER**

Fair Wear drives systemic change in the garment and footwear sector by creating practical, scalable solutions to advance human rights.

We unite diverse supply chain stakeholders to set a higher standard for responsible business. By collaborating with brands, retailers, suppliers, workers, and their representatives, we co-develop and test frameworks, guidance, and tools to improve working conditions through impactful human rights due diligence implementation.

Together, we push for an equitable world of work.

### **OVERVIEW OF ROLE**

We are looking for an experienced freelance web developer & UX designer to lead two simultaneous website projects at Fair Wear that aim at enhancing our websites to better serve our diverse stakeholders. The chosen candidate will help us optimise the user experience and look and feel of two websites: fairwear.org and hrddacademy.com. The goal is to create more visually appealing, user-friendly, and engaging sites with improved design and navigation. The hiring process will include conversations to define the exact scope and timeline of this project.

### **1<sup>ST</sup> PROJECT – Fair Wear Website**

We have recently evolved our communications strategy and are looking for a website revamp that aligns with our strategic goals.

#### **What you'll do:**

- Assess the current website's navigation and user flow to identify pain points and opportunities for improvement.
- Develop wireframes and prototypes to enhance usability and accessibility.
- Improve the overall look and feel of the website, ensuring it aligns with Fair Wear's visual identity and updated communications strategy.
- Work closely with our communications and digital teams to implement changes that enhance the user journey.
- Optimise the site for different devices and screen sizes.
- Provide recommendations on best UX/UI practices and trends to ensure an intuitive experience for our audience.

### **2<sup>ND</sup> PROJECT – HRDD Academy Website**

We recently launched the HRDD Academy – our new platform designed to help brands conduct impactful human rights due diligence. We're now looking to migrate the website (hrddacademy.com) to Squarespace and redesign it to better engage visitors and drive conversions. The goal is to create a compelling, user-friendly experience that encourages brands to participate in the HRDD Academy.

### **What you'll do:**

- Migrate our current landing page (hrddacademy.com) to Squarespace, ensuring a smooth and functional transition
- Redesign the landing page to align with our brand's visual identity and values
- Implement a design that supports our marketing and sales strategy, with clear calls-to-action
- Optimise the site for engagement, user experience, and conversions
- Optimise the site for different devices and screen sizes
- Work from a provided brief that includes content, brand assets, and strategic direction
- Redesign the platform's homepage to support and provide recommendations to ensure an intuitive user experience

### **EXPERIENCE & SKILLS**

- Demonstrated experience in UX/UI design, web development, and responsive design
- Strong portfolio with relevant live examples (especially B2B or purpose-driven work)
- Expertise in design tools like Figma, Sketch, Adobe XD or similar
- Strong eye for clean, modern, and professional design that appeals to B2B audiences
- Experience with both WordPress and Squarespace (experience with Vue also a plus)
- Understanding of accessibility, intuitive navigation, and visual storytelling
- Excellent communication and ability to collaborate with cross-functional teams
- A proactive, reliable freelancer comfortable managing a full website project
- Familiarity with or interest in human rights, sustainability, or purpose-driven brands is a plus

### **WE OFFER**

- A monthly expert fee based upon experience.
- The opportunity to work in an Amsterdam based of office with a diverse organisation, culture and teams that take the time to celebrate, reflect and champion each other's work.

### **HOW TO APPLY**

Please send the following to [vacancy@fairwear.org](mailto:vacancy@fairwear.org) no later than 6<sup>th</sup> May:

- **Portfolio:** Include 2–3 relevant case studies (live sites, before/after redesigns, UX walkthroughs, etc.)
- **Short statement** (max. 250 words): Why you're a good fit and how you'd approach these projects
- **Rates and availability:** including timeline or capacity for project-based work

For questions about this role, contact Imogen Henry at [henry@fairwear.org](mailto:henry@fairwear.org). To learn more about Fair Wear, you can visit our [website](#) and for more information about this application process in general, you can email [vacancy@fairwear.org](mailto:vacancy@fairwear.org).

Recruitment agencies are asked not to approach Fair Wear regarding this vacancy.