

SENIOR DESIGNER

JOB DESCRIPTION

OVERVIEW

Design is more than making something look pretty. The right person for this role is a business savvy creative. They understand the reason behind the design, its relationship to the copy, and the business implications it has for our clients. This understanding uniquely positions them to be passionate story-tellers. They understand strategic branding and use their own expertise to push things further, never settling for what's been done before. They are constantly looking for ways to implement innovative ideas and present alternative solutions to any problems that get in their way. The term "I can't" isn't in their vocabulary.

The right person is on the career path towards being an art director and would use this position to grow their experience and skills into that role at Adashmore Creative.

ROLE DESCRIPTION

RESPONSIBILITIES

- Be an active member of the creative team by contributing to the design of creative deliverables
- Develop and enhance brand identities and elevate brand experience through logos, website development, collateral, and publications
- Work with the internal team to pitch creative ideas
- Mentor the junior designer and design specialist to advance skills, challenge ideas and improve deliverables
- Follow and implement the latest trends in design
- Manage client expectations around design
- Other duties as assigned

OUTCOMES

- Improve success of marketing materials through smart design
- Pushes creative deliverables to be unique and smart
- Finds opportunities to improve the design team
- Elevate client brands with timeless, modern design
- Directly contributes to Adashmore Creative's bottom line

SKILLS

REQUIRED

- Bachelor's Degree in Graphic Design, Art, or related field
- 5+ years of relevant experience in a creative design role
- Superior understanding of web and print design best practices, including layout, typography, and color theory
- Advanced knowledge of Adobe Creative Suite
- Strong knowledge of HTML and CSS
- Proactive mindset, anticipating needs and identifying problems while presenting solutions
- Conceptual critical thinking skills with the ability to offer a variety of design options
- Ability to work quickly and efficiently, adapting to changing deadlines
- Excellent interpersonal and written communication
- Collaborative work style and team-player mentality
- Passion for design with superior attention to detail and organizational skills
- Ability to balance multiple or conflicting priorities efficiently

PREFERRED

- Advanced experience with WordPress and MailChimp
- Knowledge of video production, animation, and motion graphics
- Previous experience in a similar role; agency experience a plus
- Solid understanding of digital marketing strategy
- Strong business acumen

COMPENSATION

- Relaxed but demanding job environment
- Flexible schedules
- Paid company holidays
- Unlimited vacation eligibility
- Health insurance
- Salary dependent on experience

HOW TO APPLY

Email your resume and portfolio to jobs@adashmorecreative.com with a cover letter explaining why you are interested in working for Adashmore Creative and how you can contribute to the team. Put the position and your name in the subject line.