

Graphic Designer:

The role of the Graphic Designer is to create digital marketing design solutions for a variety of key accounts. The Graphic Designer will collaborate with other members of our creative team and coordinate with account managers to develop creative solutions that further an organization's visual brand, as well as assisting with their marketing goals. Ideal candidates have up-to-date knowledge of design trends and industry software, a professional approach to constructive criticism while meeting deadlines, and an ability to conduct critical design research. Stellar multitasking and time management skills are a must in our fast-paced agency environment.

Vonazon is not your average digital marketing agency. We are a team of creatives, strategists, technologists, thinkers, writers, dreamers and do-ers that happen to create high-level digital marketing for our clients. We are a tight-knit team of innovative individuals that bring their A-game every. single. day. We go beyond providing services for our clients, we become a part of their team to bring them success.

Marketing technologies are continually evolving and there are always new platforms to explore – we need self-starters that see challenges as opportunities for innovation. We look for independent thinkers that know how to communicate compassionately to both their teammates and clients.

The right candidate will be passionate about empowering their team and clients with the latest digital platforms and strategies. This position requires a wicked-smart, personable individual that is a creative problem-solver with a technologist's mind. We are a continually growing company where exciting new projects, opportunities, and innovations abound.

Responsibilities:

- Creating cutting-edge graphic design for web sites, landing pages, emails, display ads, and more
- Meeting account managers and clients to discuss the business objectives and requirements of the job to ensure adherence to brand guidelines
- Ability to apply marketing strategy, user experience and branding into a cohesive website design
- Interpreting the client's business needs and developing a concept to suit their purpose
- Developing designs by gathering information and data through in-depth research of company, industry, and current design trends
- Creating a balance between aesthetic design and marketing goals by incorporating the client's branding and a fresh, creative approach
- Brand development including hand-selecting typefaces, color palettes, and photography that communicates brand messaging



- Using innovation to redefine a design brief after receiving feedback from an account manager or client
- Proofreading to produce accurate and high-quality work
- Working as part of a team with fellow designers, account managers, marketing specialists, web developers, copywriters, and executive staff
- Performing all work in a manner that leads to the advancement of the ultimate marketing goals of the client, while maintaining their existing branding, following their company-specific style guide, and raising the bar creatively

Job Requirements and Experience:

- 3+ years' experience in developing and implementing creative campaigns/projects (inclusive of design and/or copy) with an agency or in-house creative department preferred but not required
- Preference will be given to those with a digital marketing background and strong web design experience working with various CMS platforms like HubSpot and WordPress
- Knowledge and application of user experience within designs with a focus on B2B marketing
- PC literate with advanced knowledge/experience in Adobe CC: Photoshop, InDesign, Illustrator
- Solid understanding of the creative requirements of marketing communications including: advertising, logo development, and interactive multimedia
- Must have sharp eye for design, style, color choice, font selection and implementation
- Experience in design problem-solving and design strategy
- Excellent organizational, time management, communication, and presentation skills
- Strong attention to detail
- Enthusiasm for one's work, quick thinking and action, and the ability to give and take critiques are a must!
- Must be self-motivated and be able to juggle numerous projects simultaneously
- Must have strong work ethic mixed with a good sense of humor--we're seeking a great team player to fit in with our fast-paced company dynamic

Education:

- BA Degree in graphic design

We have a close-knit, friendly office environment and are seeking an individual that will fit our company model and is looking for long term employment, with the ability to adapt to the needs of a small, thriving and growing business. We offer a competitive salary with benefits, PTO, and paid holidays after a probationary period.

Interested? Excited? Please email your killer portfolio, resume, and cover letter and put **Graphic Designer** position in the subject line to nicole.mcadam@vonazon.com