Remote Consideration will also be given to applicants in MS, MN, KY, AZ, IL, TX, TN, GA, FL and OH only!

Position Profile:
The Graphic Designer uses their creative talents to conceptualize and execute design assignments using graphic elements to solve for project objectives, inspire customers and communicate brand messaging. They also possess a strong interest in the digital marketing landscape and use this knowledge to lead initiatives to support CURiO's growing visual ecommerce needs. They design within defined brand aesthetic and tone while considering a wide range of potential media platforms and their function for sales. The Graphic Designer demonstrates a strong knowledge of conceptual development as well as the execution of concepts into completed design assets using basic design knowledge, typography skills, strong photography composition and graphic design ability. They work well cross-departmentally and understand the language of the digital world. They are enthusiastic about creating an inspiring visual user experience for the CURiO customer and are dedicated to growing and evolving our beloved brands.

Work Responsibilities:

Concept Exploration
- Performs design research to identify potential visual directions for creative assignments and campaigns
- Curates concept ideas; compiles and presents creative boards that clearly communicate options to meet project objectives for digital campaigns.
- Considers all project deliverables when developing concepts - web, social, sites, amazon, advertising, etc.
- Presents strong concept options to Creative Director, Art Director, brand and digital teams.

Concept Development and Mock-up
- Integrates brand and digital needs/goals (product needs, product priorities, visual launch objectives, sales objectives, etc.) into concept development.
- Creates sampling of concept mock-ups to gain early alignment with Brand/Digital on executional plan – sample social post, sample website pages, etc.
- Collaborates with Creative leadership, Digital Team and Brand Team to define deliverables needed for assignments.
- Collaborates with all stakeholders to develop creative content (photography, copy, etc.) for digital campaigns.
- Collaborates with digital team to test work and review analytics; ensure design work aligns with needs of environments and archive less successful assets.

Visual Asset Creation
- Creates needed visual assets using design software or by hand – illustrations, texture, symbols, logos.
- Explores color pallets and type choices to present team with options for campaign visuals.
- Supports team in styling work during photoshoots as it pertains to digital needs and media.
- Supports content creation (take photos, videos, hand model, style shots, etc.) for digital needs.
- Collects behind-the-scenes content for digital use.

Photo Retouching and Production
- Consults with Product Designers, Marketing Design Team and Brand Team members to ensure product is portrayed accurately.
- Consults with Marketing Design photo specialists to ensure images are edited for use.
- Makes low level edits (image clean up, cropping, etc.) as needed to help support editors during busy seasons.
- Develops and edits gifs, videography and animated motion graphics as needed for digital media and environments.

Design Execution

- Using appropriate design software, combines visual assets and edited photography to design visually elevated digital collateral pieces (site modules, A+ content, Amazon decks, emails, social posts and stories, digital advertisements)
- Incorporates provided copy, product details, and headlines into a collected visual asset that exhibits elevated and strong typography skills, design elements that are highly competitive with market standards, and informational graphics and layouts that support easy sales access and understanding .
- Designs additional marketing and brand materials based on project requirements.

Production Execution
- Routes production files to stakeholders for proofing using company-approved proofing software.
- Completes all noted revisions to collateral efficiently and pays attention to detail.
- Reviews design files for errors and noted revision changes.
- Proofs digital collateral closely using keen designer eye for detail.
- Works closely with Digital Team counterparts to confirm design work is functional and ensure design is executed in platforms with excellence.
- Works with Digital and Design teams to develop solutions that balance integrity of design work with functionality of digital environments.
- Creates variations of design to meet various ad specs and for A/B testing.

Asset Handoff
- Titles and saves final production files in all required formats and stores in appropriate file locations.
- Updates and organizes asset toolbox with final design elements.
- Communicates complete file and asset availability to other designers and stakeholders as needed .
- If needed, provides overview of assets to other designers and/or team members.

Specialist Responsibilities
- Serves as a digital design resource for graphic designers and works to educate team on creating assets for all our digital sales channel needs.
- Explores and leads new creative digital initiatives as the Curio portfolio of digital needs grows and evolves.
- Utilizes HTML, CSS, Boostrap, and/or other front-end coding to make design and functionality stronger on digital platforms.

General Responsibilities:
- Supports CURiO Cornerstones and strives for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Follows all policies and procedures of the company; works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seeks individual development through taking advantage of opportunities for skill enhancement.
- Keeps up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manages time effectively, meet personal goals and work effectively with other members of the team to meet CURiO goals.
- Follows all safety guidelines and polices; makes supervisor/manager immediately aware of any observed safety issue; keeps work area clean, safe, and organized

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other work as assigned.

Minimum Qualifications:
- Bachelor's Degree or equivalent years of relevant experience
- Three year's graphic design experience (including, but not limited to digital environments)

Computer and/or software qualifications:

- Intermediate level proficiency in design and production software; most current Adobe CS (Photoshop, InDesign, Illustrator, Dreamweaver, Bridge, Lightroom, Acrobat Distiller, After Effects) as well as all industry standard software
- Basic level of proficiency in Microsoft Excel, Microsoft Word, Outlook
- Basic level knowledge and exposure to ecommerce platforms, , front end web development
- Intermediate proficiency in HTML, CSS, and/or Bootstrap coding
- Intermediate knowledge in motion graphics, video editing, and animation
- Social Media design experience
- Basic front-end web experience
- Intermediate knowledge of designing for ADA standards compliance

Core Competencies:
- Strong sense of design and layout with design versatility and attention to detail
- Accountable to deadlines and comfortable working in a high-energy environment with competing demands
- Strategic thinker with strong organizational skills and the ability to prioritize, plan, and execute
- Strong communication skills working with other departments and outside vendors
- Strong awareness and interest in industry trends and market direction
- Proven ability to proactively and independently problem solve, developing solutions for creative, technical, or executional challenges and needs that may occur
- Ability to stay current with technology and software education
- Learn executional processes adopted by teams cross-departmentally and think critically on how to develop needed processes or where there is room to improve existing ones as they pertain to the digital design space

Preferred Qualifications:
- Bachelor's degree in graphic design or similar, possibly with digital design emphasis
- Experience in color environments and applications
- Experience in the following areas:
    o Illustration
    o Fine Art
    o Photo styling
- Expertise in Bootstrap
- Experience with Salesforce Commerce Cloud