Position Profile:
The Graphic Designer is responsible for implementing visual tone, ensuring the presentation of all brands and product designer's work is of the highest quality and evokes the strategic intent of the brands. This role is responsible for fulfilling all graphic art and design needs including packaging, promotions, advertisements, informative, and instructional material throughout the company.

Work Responsibilities:

Design & Concept: Translates creative requirements from concept through execution.
- Present concepts to Art Director and execute on any changes in direction.
- Responsible for the big picture, think things through to see the problem clearly and devise a suitable creative solution
- Responsible for driving and owning strong conceptual and strategic thinking across a variety of marketing channels and brands
- Execute full lifecycle of product; including ideation, design, development, and implementation

Pre-Production Art Development: Work with all in-house staff, designers, and vendors to establish art production objectives.
- Review concept art and make recommendations for production capabilities.
- Under the direction of the Art Director, execute the design for production.

Graphic Art Production: Produce all graphic files for Art Director's approval
- Obtain, design, and apply all digital art files to meet quality and all specification requirements
- Prepare, inspect, and collect files for print.
- Maintain current and historical art files of the company's proprietary artwork.

Photography: Outsource or utilize in-house photography studio to photograph product as needed for marketing, web, and catalog use.
- Use proper product positioning and lighting to obtain desired objective.
- Incorporate various perspectives of proper color profile and color balance to photography.
- Adjust and manipulate digital files as needed for use in production of graphic files.
- Apply color correction and environment as needed.

General Responsibilities:
- 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.
- Maintain individual skills, keeping up to date with latest best practices, trends, concepts, and regulations in the specific job area.
- Manage 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 and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. May also require weekend work.

Performs other work as assigned.

Minimum Qualifications:
- A bachelor's degree or equivalent experience in graphic design, or related field is required.
- Two years of layout and design (including, but not limited to print production)

Computer and/or software qualifications:
- Intermediate level of proficiency in Microsoft Excel, Microsoft Word, Power Point
- Advanced level proficiency in Apple Operating System cross platform (Windows Vista, Office, Explorer) capabilities.
- Advanced level proficiency in design and production software; most current Adobe CS (Photoshop, InDesign, Illustrator, Bridge, Acrobat Distiller, Flash, Dreamweaver) as well as all industry standard software.

Core Competencies:
- Proficiency in comping and building mechanical files and thorough knowledge of packaging construction is crucial.
- Strong sense of design and layout with attention to detail.
- Accountable to established deadlines and comfortable working in a high-pressure environment with competing demands.
- Strategic thinker with strong organizational skills and the ability to prioritize, plan, and execute.
- Basic knowledge of digital photography and lighting.
- Strong Communication skills working with other departments and outside vendors.
- Awareness of industry trends and market direction.
- Proven ability to problem solve.
- Ability to stay current with technology and software education.

Preferred Qualifications:
- Experience off-set and digital printing and file preparation.
- Experience in color environments and applications.

Preferred Competencies:
-

Travel Requirement: Less than 10%

Working Environment and Physical Demands:
- General office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office, with moderate noise levels
- Ability to sit for hours at a time, viewing computer monitor and using telephone on a constant basis; Some walking and standing relative to interaction with other personnel
- Occasionally required to lift and/or move items weighing 10 – 15 pounds
- Occasional exposure to work near moving mechanical parts and areas where equipment/product reaches high temperatures is possible.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, and high noise environments is possible.
- Periods of stress may occur