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We're Hiring a Sr. Graphic Designer

Who

Are you good at designing effective marketing materials? Can you multitask while staying detail-oriented? Are you a creative person who thinks outside the box?

If so, you're in the right place.

The Senior Graphic Designer is responsible for working with the Marketing and Communications team to develop original design for emails, brochures, websites, social media, newsletters, press releases, print ads, digital ads, posters, conferences, fliers, and other digital and direct response marketing materials. This person will also review marketing, media or client-developed content to ensure brand consistency/standards are met, formatting is aligned to specifications, the copy is grammatically correct and materials are relevant to the audience.

This position requires a candidate who can collaborate effectively with internal and external team members to develop creative assets while helping establish the brand voices and style guides. The ideal candidate works well under the direction of senior-level team members, can quickly understand project requirements for day-to-day asset development and can prioritize multiple projects to meet deadlines.

The ideal candidate is experienced working in the Adobe Creative Suite and has a strong understanding of design fundamentals. The candidate also should possess basic HTML/CSS skills with proficiency for lower-level coding projects.

The candidate also should understand Web trends and technologies. This position requires an individual who is a good time manager and who can maintain quality during periods of heavy work.

So... What Will I Be Doing?

The Sr. Graphic Designer will help develop and deliver content that is relevant to the DotDotSmile brand audience.

Responsibilities would include:

- Design websites, landing pages, web forms, emails, social media graphics, and a variety of marketing print assets that align with marketing requirements
- Adhere to QA procedures and team development best practices
- Able to take direction from management
- Collaborate with web developers and copywriters to elevate design and functionality
- Work at an expert level within the adobe suite

Things You've Done In The Past:

- 4-year degree from an accredited institution in design, marketing or related field, OR appropriate combination of education and significant experience
- Minimum 5 years of design experience
- Experienced in Adobe Creative Suite
- Specialized knowledge of methods and techniques of graphic design layout
- Ability to manage multiple projects simultaneously while respecting deadlines
- Strong understanding of color theory and typography
- Possesses strong decision-making skills
- Experience working within and maintaining client identity standards across channels
- Understanding of web design with regard to optimization and mobile responsiveness
- Understanding of SEO best practices
- Excellent communication skills
- Detail-oriented

Why Should I Be Interested In This Job?

- You'll get to work in a fast-paced business that is constantly launching new projects. There is never a dull moment.
- You'll be paid to do what you already love.
- You'll be part of a great team. We create smiles and build confidence, and that starts in-house!

Why This Job Is Important:

- We are constantly launching new collections and planning events, so engaging and effective marketing materials are crucial for maximum success.
- We want to dominate the children's clothing market in the direct selling space, so we need your input and expertise to help get us there!

Sound good? We want to learn more about you!