

**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 design within defined brand aesthetic and tone while considering a wide range of potential media uses (print, web, social, environmental). They are responsible for concept development of seasonal launch and promotional marketing campaigns, photography and video storyboarding, photoshoot planning, photo retouching, print collateral design and color accuracy, as well as some visual asset development and creation for digital spaces (graphic design, photography, videography).

The Graphic Designer demonstrates a strong knowledge of conceptual development as well as the execution of concepts into completed design assets through the use of basic design knowledge, typography skills, strong photography composition and graphic design ability. They have a natural interest and knack for photography, styling, and composition, have a strong curiosity for developing their photography and videography skills in an environment where exploration is encouraged, and are genuinely interested in market trends and industry standards that align with CURiO's bath, body and home fragrance categories. They are enthusiastic about creating an inspiring visual experience for the CURiO customer and dedicated to growing and evolving our beloved brands.

**Work Responsibilities:****Concept Exploration**

- Performs design research to identify potential photo and video inspiration, color pallet options, and graphic assets, as well as possible type styles
- Curates concept ideas and compiles mood-boards and style-boards to communicate options that meet project objectives
- Organizes and presents mood-boards and style-boards in a way that clearly communicates the concepts to the audience
- Considers all project deliverables when developing concepts - print, web, social, environmental
- Presents strong concept options to Art Director and brand team

**Concept Development and Mock-up**

- Defines selected concept through detailed sketches and story boards – identifying image and graphic element needs
- Integrates brand needs/goals (product needs, product priorities, visual launch objectives, etc.) into concept development.
- Plans shot lists and shot schedules for photoshoots with detailed instructions for execution including product features, talent involvement, propping, wardrobe, hair and makeup styles, surfaces, sets and the execution plan for these sets.
- Creates sampling of concept mock-ups using sketches to gain early alignment with Brand on executional plan – sample print spreads, sample social post, sample website pages, sample space renderings
- Collaborates with Art Director, Art Team and Brand Team to define pagination for print collateral pieces
- Collaborates with Visual Designer on prop and styling requirements for photo and video shoots based on the final storyboards
- Collaborates with all stakeholders to develop creative content (photography, copy, etc.) for smaller digital campaigns

**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 seasonal launches and campaign visuals, pushes to finalize.
- Compiles assets into a toolbox and style guide that can be used by various designers for different media
- Executes and supports team in styling work on-set or on location during photoshoots
- Serves as second shooter and low-level videographer on major launch shoot sets

- Collects behind-the-scenes content for digital use

#### **Photo Retouching and Production**

- Performs general image clean up as well as more extensive photo edit requirements, completing photo edits as assigned, paying attention to image details and craft of retouching work
- Applies packaging art from product design files, manipulate products digitally and composite product elements in order to accurately represent new item launches.
- Consults with Product Designers and Brand Team members to ensure product is portrayed accurately
- Collaboratively supports other Art Team members in creating and maintaining an organized photography library that allows for easy navigation by creative team members and Curio as a whole
- Leads external resources in photo editing assignments as needed
- Develops and edits gifs, videography and animated motion graphics

#### **Design Execution**

- Using appropriate design software, combines visual assets and edited photography to design visually elevated print collateral pieces (catalog, post card, mailer, etc.)
- Collaborates with brand to establish an approved pagination for catalog development using design, marketing, and product knowledge.
- Incorporates provided copy, product details, and headlines into a collected print-ready catalog 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 (signage and environmental graphics, educational and sales materials, etc.)

#### **Production Execution**

- Carries print collateral layout through final design production
- Routes production files to stakeholders for proofing using company-approved proofing software
- Completes all noted revisions to print collateral efficiently and pays attention to detail
- Reviews design files for errors and noted revision changes
- Prepares files for printers
- Proofs print and digital collateral closely using keen designer eye for detail
- Performs press checks, as needed

#### **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
- Titles and saves final edited images in all required formats and stores in appropriate locations
- Communicates complete file and asset availability to other designers and stakeholders as needed once complete
- If needed, provides overview of assets to other designers

#### **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. Keep 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 in Graphic Design or equivalent years of relevant experience
- Two years of layout and design (including, but not limited to print production)

**Computer and/or software qualifications:**

- Advanced level proficiency in design and production software; most current Adobe Creative Cloud (Photoshop, InDesign, Illustrator) as well as all industry standard software.
- Advanced level proficiency in Apple Operating System cross platform capabilities.
- Basic level of proficiency in Microsoft Excel, Microsoft Word, Power Point

**Core Competencies:**

- Proficiency in comping and building mechanical files for print
- Strong sense of design and layout with design versatility and 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
- Intermediate knowledge of digital photography, photo composition and styling, lighting and photo editing
- 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

**Preferred Qualifications:**

- Experience off-set and digital printing and file preparation
- Experience in color environments and applications
- Experience in the following areas:
  - Illustration
  - Fine Art
  - 3D Design, Sculpture, DIY/Small construction
  - Photo styling or photo styling assistance

**Preferred Competencies:**

- Social Media and Digital design knowledge
- Basic front-end web experience
- Interest and experience in Videography (Ipad, Iphone, web, small scale or large)
- Proofing software experience
- Natural affinity for creative problem-solving; creative execution through engineering, ingenuity, and fresh thinking
- Experience with variety of materials to engineer visual concepts
- Product Photography experience

**Travel Requirement:** Seasonal travel, up to 25%

**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.
- Potential for photoshoots, press checks, tradeshow set-up environments that can be physically demanding, including on-location work, bending, lifting, and standing for extended periods of time.
- Ability to sit for hours at a time, viewing computer monitor 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, Intermittently up to 40 pounds during photoshoot and tradeshow set-up.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, work near moving mechanical parts, and high noise environments is possible.