

Graphic Designer

Reports to: Director of Creative Services

Salary Range: \$65,000-\$80,000

The purpose of the Graphic Designer is to think creatively and execute in all PullSpark graphic design needs. The PullSpark Graphic Designer is a key player on the team, and responsible for elevating the creative space when it comes to all needs related to PullSpark branding, animated videos, event and conference look and feel, pitches for new business opportunities, assets for client events, and social media assets. With a commitment to excellence for every client, the PullSpark Graphic Designer will continually work to elevate her/his skills to best enhance the creative in all PullSpark's events and videos.

Role Description

- To concept creative ideas for videos and events in line with the client's brand, once vision has been cast by the Creative Director
- To create and edit all required projects for PullSpark's graphic design needs, including:
 - Social media
 - Marketing materials
 - Account templates
- To create and edit all required projects for PullSpark's clients' graphic design needs, including:
 - Animated videos
 - Event signage
 - LED wall collateral
 - Social media content
 - Speaker presentations
 - Web materials—banners, virtual Event platform design
 - Collateral for events—giveaways, games, t-shirts
 - Experiential design for events—expo booths
- To work with Creative Producers to execute on look and feel for videos and events
- Responsible for meeting deadlines and tracking progress and edit schedules through Monday.com
- Responsible for workflow across all campaigns and projects
- Responsible for keeping files organized and uploaded on the server and Dropbox
- Responsible for communicating creative consequences to the team
- To work with the Senior Graphic Designer in sourcing and holding design contractors to the PullSpark standard
- Work with leadership to anticipate and resolve internal team and client issues as they are identified, and utilize the support of the leadership team as needed
- To adhere to budgets laid out by the Operations Team for post production
- To be a key representative of the PullSpark culture on video sets and events

Required Experience, Education, Demonstrated Skills, and Abilities

- 3–5 years of experience
- Strong Adobe Illustrator, Photoshop and InDesign
- Ability to effectively collaborate with different people and work styles
- Strong communication skills
- Expertise and agility in the Adobe suite, Adobe Illustrator, Photoshop and InDesign
- Experience in designing for animated videos
- Experience in Powerpoint
- Experience in creating for live events—LED wall design
- Samples of visual work 3–5 examples of deliverables created
- Visual Portfolio

Key Attributes

- Ability to manage several projects at the same time
- A strong commitment to meeting timelines and deadlines
- Flexible with a positive attitude
- A commitment to staying until the work is done
- A commitment to treating PullSpark's clients and the PullSpark team with the utmost honor