## PR/086671 | Sr. Graphic Designer

### 募集職種

**人材紹介会社**
JAC Recruitment USA

**求人ID**
1537869

**業種**
小売

**雇用形態**
正社員

**勤務地**
アメリカ合衆国

**給与**
経験考慮の上、応相談

**更新日**
2025年05月01日 20:04

### 応募必要条件

**職務経験**
3年以上

**キャリアレベル**
中途経験者レベル

**英語レベル**
ビジネス会話レベル

**日本語レベル**
ビジネス会話レベル

**最終学歴**
短大卒： 準学士号

**現在のビザ**
日本での就労許可は必要ありません

### 募集要項

POSITION SUMMARY

This position involves creating beautiful, integrated, and effective designs and reporting directly to the Marketing Creative Director. The candidate should have a strong background in visual communication and graphic design, along with solid knowledge of execution and development in e-commerce and retail environments. They will also collaborate with different departments and individuals to clearly articulate marketing tactics.

RESPONSIBILITIES

- Design, produce, and update printed and digital marketing collateral such as brochures, banners, graphics, signage, web graphics, web mockups, wireframes, landing page templates, event booth graphics, and materials.

- Apply industry best practices to assignments and follow brand guidelines to keep all marketing consistent across multiple platforms such as websites, events, emails, and advertising.

- Identify and educate yourself on important industry themes and topics.

- Create and implement compelling, impactful headlines and calls-to-action into designs.

- Lead the marketing team in design projects and collaborate cross-functionally with the e-commerce and logistics teams to achieve goals and meet deadlines.

- Translate business and marketing objectives into clear, compelling, and visually engaging designs.

- Create designs for the "Cases for Causes" program and new cases.

**Digital Responsibilities:**

- Produce ongoing mockups and wireframes for e-commerce and implement landing pages per marketing campaigns and web improvements.

- Manage the collections dashboard and implement necessary new collections digital assets onto the site.

- Execute, produce, and schedule ongoing email designs for email marketing using the Mailchimp platform.

- Edit and produce copywriting for all design aspects, ensuring quality, consistency, clarity, brevity, accuracy, and readability, especially for e-commerce and digital.

- Support the e-commerce team in color swatch creations and provide continual feedback on bug fixes.

- Proactively suggest improvements and implement necessary changes on e-commerce.

- Design and optimize web pages per device, copywriting for web pages, bug fixes, process improvement, maintaining collection assets/pages, and product naming.

- Connect online with in-store experiences.

- Track the effectiveness of website speed, bounce rate, and SEO.

- Ensure on-time delivery of landing pages with mockups and assets.

- Manage the collections dashboard.

- Lead design for email marketing, copywriting for subject lines and body, testing emails, A-B testing, coding/designing templates, and utilizing store management excel documents for featured frames.

- Manage and report on email marketing analysis.

- Manage and report on top page analysis for bounce rate.

**Store/Print Responsibilities:**

- Proactively and consistently find improvements and process efficiencies for all marketing campaigns and store collateral to ensure a great and consistent customer experience between store and e-commerce.

- Design, implement, and assist in shipping all store marketing collateral, including signage, POPs, and VMD.

- Create and implement storefront-facing collateral, including storefront posters and window display designs.

- Design ongoing coupons for field marketing events and campaigns, including influencer marketing.

- Design barricade and store collateral for any new store openings.

- Assist with the "Store Happiness" initiative by creating staff and HQ t-shirts bi-annually, annual birthday events, and internal team events as needed.

- Perform POP "audits" for all stores at least once per quarter to ensure all marketing aligns with current messaging.

- Ensure all stores maintain the same look/feel and cleanliness, including VMDs, store fixtures, and storefront posters.

- Complete email marketing tasks.

- Oversee printing and shipment of marketing collateral to all stores.

- Ensure campaigns stay under budget for print.

- Help initiate new store marketing launch campaigns and prepare store briefings for store operations on any design-related items.

- Collaborate with the logistics department on recurring print items.

- Improve customer processes via POPs and collateral.

- Manage project planning efficiently using Asana (assign tasks, meet deadlines, provide updates to stakeholders if timelines change).

**Other Responsibilities:**

- Seek constant improvement and more efficient, cost-effective work processes.

- Perform special projects and other miscellaneous duties as assigned by management.

- Maintain high ethical standards in the workplace.

- Report all irregular issues and problems to management for solutions.

- Maintain good communication with management, office staff, and outside contacts.

- Comply with all company policies and procedures.

- Maintain a clean and safe working area.

QUALIFICATIONS

- Degree in Graphic Design or related field（Prefered）

- More than 5 years of graphic design work and experience.

REQUIREMENT SKILL

- HTML, Shopify, Adobe, Photoshop, CSS

- Fluent English

KNOWLEDGE, SKILLS AND ABILITIES

- Proficiency in Adobe Creative Suite, expert knowledge of Photoshop.

- Knowledge of digital optimization across screen sizes and devices.

- Ability to present concepts and designs to stakeholders clearly and concisely and manage project feedback and flow.

- Proven ability to work independently and manage multiple projects efficiently to meet deadlines.

- Experience with responsive websites, email, print, environmental (trade shows), and creative branding work.

TRAVELING & DRIVING REQUIREMENTS

- Domestic Travel: Yes, occasional

- Vehicle driving requirements: Automobile

SALARY   USD100,000-110,000

LOCATION　Torrance, CA

WORK STYLE　Hybrid work/ 4 days a week

#LI-JACUS　#LI-US　#countryUS

会社説明