



## Graphic Designer

Office Location: East Liberty neighborhood, Pittsburgh, PA

Employment type: Full-time

Exempt versus non-exempt: Exempt

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Shift Collaborative is looking for a graphic designer to join our team in delivering memorable, human-centered design solutions for our clients.

At Shift, a graphic designer creates visual and experiential design solutions in a range of media, including print, web, and other materials and forms. They uncover client and audience needs, and explore ways to attract engagement. They provide design support on branding, advertising, and other types of marketing and communication campaigns.

Ours is a team environment, and you'll be working with other designers, writers, digital specialists, and strategists. We're excited by creativity and guided by research, but most of all we are drawn by curiosity to find new and smart solutions to communications problems.

Our workdays are fast-paced, with a wide-ranging mix of tasks, deadlines, and activities. If you're eager to work in a supportive, engaged team, we are eager to meet you.

### Job Duties

- **Research:** Build an understanding of the design challenge, research solutions, think through possible applications, and organize research findings and inspiration for internal and external (client) review.
- **Graphic design:** Conceptualize, design, and produce design assets for a variety of traditional and digital channels: paid display and social ads, email, direct mail, print collateral, and more.
- **Brand identity design:** Design original pieces, including logos, illustrations, and brand standards.
- **Collaboration and feedback:** Work collaboratively with copywriters, web developers, communicators, and others to generate consistent, on-brand, on-strategy concepts for client projects; Present work regularly to internal teams, and periodically to clients; Listen

to internal and partner feedback with an open mind and make changes as needed based on strategic insights and learning.

- **Agency communication:** Track time daily, communicate via Slack, email, and other online tools, and participate in individual and team meetings.
- **Other:** Perform other duties as assigned.

## Required Knowledge, Skills, Abilities

- Three to five years of graphic design experience in an agency, marketing, or communications setting
- Online portfolio that demonstrates creative and technical skills
- Deep knowledge of digital design techniques and tools, including typography, layouts, and responsive design
- Ability to find creative design solutions for challenges that have technical constraints or time restrictions
- Proficiency with Adobe Photoshop, InDesign, Illustrator, and experience staying up-to-date with the new features available within Creative Cloud
- Knowledge of print and digital production processes
- Strong conceptual skills
- Ability to keep design files organized
- Excellent written and oral communication skills
- “Thinking before designing” attitude, confidence to ask questions
- Interest in learning opportunities outside of assigned tasks, projects, and day-to-day responsibilities
- Reliable time management skills
- Ability to work independently and in concert with team members

## Other Important Bits:

- The office is open during normal business hours, but from time to time, client meetings may be scheduled in evenings and on the weekends
- Paid holidays and paid time off
- Healthcare savings account (optional benefit)
- Monthly expense stipend
- Commission opportunities and profit-sharing
- Work from home Tuesdays

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## How to Apply

In your cover letter, show us who you are as a potential team member. Tell us how you see yourself, the work, and this opportunity. Great writing is important to us, so use the opportunity to be creative and clear. Please tell us:

- Why you choose to work in the field of design

- Why you want to work at Shift and not somewhere else
- A time you needed to learn something new to get work done, and how you approached it

Then answer the following questions. A concise answer is going to be better than a long one here; four or five sentences will be fine.

- We have found that a pencil is a trusty and creative tool for a designer. Tell us how you approach sketching and how it impacts your overall design process.
- What is your favorite advertising campaign and why?
- Tell us about a brand identity that you have designed. What was the design challenge you were solving, how did you approach the work, and what was the outcome?

We will acknowledge your application when we receive it, and respond to qualified applicants with next steps.

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#### DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is “at will” or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Shift Collaborative is an Equal Opportunity Employer.