

AQUASCAPE, INC.

Job Description



Job Title:	Website Designer/Graphic Designer		
Department:	Product Development	Reports to:	Product Marketing Manager
Type of position:	Salary	FLSA Status:	Exempt

This position is responsible for graphic design and website content as it relates to product development. You will create, edit, and maintain materials that will be used to launch and promote our product line across both print and digital platforms. We are seeking someone with a high degree of organization handling asset management detail, copy, photography, and maintaining accurate page layouts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create print-ready files using Adobe Creative Suites. This includes editing existing files, re-creating files from a hard copy to full scale design work
- Ensure final graphics and layouts are visually appealing and on-brand
- Conceptualize visuals based on requirements
- Work cross-functionally with Product Development and the Marketing team to create product packaging, manuals, sell sheets and web content that convey the intended message
- Maintain product database with all related product artwork, copy and specifications
- Be involved in product related photoshoots, organize, and edit photos
- Effectively evaluate and manage time, resources, and deadlines to produce desired materials both individually and as part of a team.
- Produce web pages incorporating product photos, copy, videos, and graphics
- Perform website and print audits to make sure all information is correct across platforms
- Write, edit, publish, and maintain web content relevant to product, promotions, resources, events, etc.
- Incorporate different types of media and resources into web pages in a logical, organized, and creative manner (i.e., videos, animations, interactive call outs, spec sheets, safety data sheets, etc.)
- Maintain existing web environment design – suggest and implement design improvements as needed
- Leverage site analytics and key performance indicators to evaluate website content performance and user engagement. Adjust and improve content to improve engagement, interactivity, and conversions

OTHER DUTIES AND RESPONSIBILITIES

- Participation in company events, as required
- Complete other assignments and projects as assigned

REQUIRED EDUCATION/EXPERIENCE/PROFICIENCIES

- Minimum 2-3 years' experience in graphic design
- A strong understanding of product packaging layout and design
- Expert knowledge of related graphic design applications such as Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, etc.)
- Proficient in Office 365
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines
- A passion for organization

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PREFERRED EDUCATION/EXPERIENCE/PROFICIENCIES			
<ul style="list-style-type: none"> • Degree in graphic design a plus • Experience with WordPress a plus 			
<i>Job Description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the position</i>			

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