

Senior Graphic Designer

HQ: San Juan, PR; with team members in New York, NY; and Charlotte, NC; Tulsa, OK;

About Cleancult

Cleancult was built to fix all of the dirty problems with cleaning. By making natural cleaners that actually clean, with ingredients you can actually understand, in the first-ever paper packaging in the industry (milk cartons rather than plastic bottles), Cleancult is redefining clean. Named an IAB Top 250 Consumer brand in its first year of launch, Cleancult is positioned to be the quickest growing better for your consumer brand in the country across retail, DTC, and Amazon. For every customer who joins the Cleancult, we're removing over 44lbs of plastic from the world.

About The Role

We're looking for a Multi-Media Graphic Designer to work across a variety of marketing channels with a focus on digital marketing assets to help grow the overall awareness of our brand, increase the digital and social reach and engagement of our channels, and to create original branded content for social media and our website.

The ideal candidate is a creative self-starter with design and content creation experience. This individual should have experience following creative briefs through the final hand-off of deliverables.

Responsibilities

- Develop innovative design assets to support marketing & brand growth, focusing on Ads, Socials, B2B in-store collateral, and Web.
- Update existing assets, presentations, and develop/maintain a full range of digital graphics including ads, banners, social media graphics, emails, etc.
- Maintain and monitor brand consistency; abiding by brand guidelines.
- Communicate project statuses and updates during weekly team meetings.
- Studying design briefs from marketing and eCommerce teams based on campaign requirements.
- Preparing rough drafts and presenting ideas.
- Work with our Social Media Coordinator with asset creation of various content types (e.g. still photography, short videos, stop motion, gifs).
- Create and deliver motion graphics.
- Edit video for ads and other content channels
- Edit raw video footage and add effects/elements to enhance motion graphics.
- Maintain archives of final assets and photography files up to date.
- Assist with any other creative projects as needed.

About You

- Good understanding of graphic design, including page layout, typography, and illustration
- Creative mind; able to come up with new ideas and concepts
- Skilled and efficient in the use of CS Suite, InDesign, Illustrator, Photoshop, and AfterEffect

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- Proficiency in photo editing, color correction, and image manipulation
- Strong detail orientation and commitment to seeing a project through from beginning to end
- Team player
- Video editing skills
- Proven motion graphics experience
- Ability to understand and produce content that fits the brand aesthetic.
- Ideally 6+ years of experience in graphic design
- Have a portfolio and be prepared to discuss the process of your pieces, giving us a clear indication of your specific responsibilities, and output in each.