



Job Description 2025

Graphic Designer

Mission

Baléco and its trademark, The Unscented Company, are a dynamic B Corp and Women-Owned certified business. We aim to redefine the notion of clean by offering a complete range of natural home and body care products that are effective, exclusively unscented, and designed for a sustainable lifestyle.

Today, our vision is more relevant than ever. Our mission is to simplify lifestyles and reduce our collective impact. We take pride in being part of a high-growth company in Canada—one that is changing consumer habits and industry standards.

Mandate

We are looking for a versatile **Graphic Designer** to support our marketing and sales efforts with impactful and inspiring visuals adapted to our retail, digital, and print channels. As our marketing team adopts a more agile approach, we believe artificial intelligence is a powerful tool to boost creativity, accelerate production, and explore new visual directions. This position is ideal for a creative, organized individual who is inspired by mission-driven brands and values clean design, sustainability, and the evocative power of imagery.

Responsibilities

- **Packaging Design and Adaptation:** Participate in the creation, updating, and adaptation of product packaging visuals (bilingual formats, UPC changes, regulatory requirements, etc.).
- **Creation of Sales Tools:** Comfortable working with templates and brand guidelines, while also able to suggest creative improvements.
 - Catalogs
 - Technical sheets
 - Brochures
 - Presentations (PowerPoint, PDF, etc.)
- **Retail Tools:** Create point-of-sale (POS) materials, displays, and visual renderings for distributors and retailers.
- **Digital Content:** Understanding of formatting and optimization for platforms such as Meta, Google, Shopify, Klaviyo, etc.
 - Web banners
 - Digital ads
 - Social media visuals
 - Creation and integration of B2C/B2B newsletters
- **Brand Visual Development:** Ability to translate a creative direction into a visual inspiration board.
 - Creation of moodboards for campaigns and photo shoots
 - Mock-ups and visual storytelling tools
- **Collaboration:** Work closely with the marketing team to execute graphic mandates and meet deadlines while maintaining brand integrity.



Profil

- Bilingual (fluent in spoken and written English).
- Strong portfolio demonstrating experience in packaging design, print production, and digital content creation.
- Proficient in Adobe Creative Suite (particularly Photoshop, Illustrator, and InDesign).
- Curious and open to using AI tools; adaptable and enjoys experimenting with new approaches.
- Integrates AI ethically and meaningfully into their work.
- Strong attention to detail, effective priority management, and ability to receive and incorporate feedback.
- Solid understanding of brand standards and ability to adapt visual identity across multiple formats.
- Experience creating bilingual content (FR/EN) is an asset.
- Background in sustainable consumer products, wellness, or retail is a strong plus.

Qualifications

- Degree or training in graphic design, visual communication, or a related field, or a strong portfolio as an equivalent.
- A minimum of 3 to 5 years of experience, ideally in consumer packaged goods (CPG).

Conditions and Benefits

- Work schedule from 9 a.m. to 5 p.m., Monday to Friday (with the possibility of flexible hours and remote work).
- Competitive salary.
- Group insurance offered after three months.
- 20 hours of mandatory volunteer work during working hours.
- 50% discount on all Unscented Co. products.
- Friendly, open work environment with excellent learning opportunities.
- Snacks and great coffee available all day.
- Accessible by public transit.
- Free parking available.

Work location: 5530 St-Patrick Street, Suite 1129, Montreal (Quebec) H4E 1A8.

How to apply: Think this role is a great fit for you? We'd love to meet you.

Send us your resume, portfolio, and a quick note telling us why you're excited about this opportunity to halina@unscentedco.com with the subject line: **Graphic Designer – [Your Name]**.