

## VISUAL DESIGNER

**TITLE:** Visual Designer

**LOCATION:** Brooklyn, New York

**HOURS:** Full time

**REPORTS TO:** Director of Marketing

**START DATE:** ASAP

**COMPENSATION:** Salary is competitive with other fast-growing startups plus company equity, a profit-based bonus plan, and generous benefits.

### WHO WE ARE LOOKING FOR:

We're looking for an energetic, versatile designer to join our growing design team and help strengthen BioLite's visual presence. Here at BioLite, we pride ourselves on a maker attitude. From web design and email development to packaging and environmental design, all things BioLite brand start and end from our office in Brooklyn. This position should live and breathe the fast-paced and ever-changing world of digital and interactive design but feel equally comfortable stretching their skill set into print and environmental. As an in-house designer, this brand is your baby so you have an unwavering (hey, call it borderline annoying) urge to project consistency and accuracy in everything you produce. You always aim for pixel-perfection but understand the impact that deadlines can have on your workflow.

Our customer-base shares our passion for outdoor adventure and we want to continually engage with this incredibly loyal and passionate following through beautifully crafted, well-designed digital campaigns. This position will participate in weekly design briefs and then be tasked with bringing campaigns to life through email communications and supporting marketing content through engaging blog posts and images for social channels. You will work with BioLite's existing library of assets as well as create new illustrations, infographics and icons to be used across our portfolio of products and platforms. You will be encouraged to share your voice on how to make a story visually powerful, fun, and noteworthy for our audience.

This is not your typical junior designer position. From day 1, you'll be working on meaningful projects that span across digital, interactive and print. You'll work with a team that thrives on creativity, new ideas and the art of a well-placed .gif. We've got some exciting things in store for 2016 and beyond – help us give them the BioLite design touch.

### KEY ACTIVITIES:

- **Creative Asset Design and Production** – Create assets such as iconography, illustrations and infographics that can span across various digital and print mediums.
- **Email Campaigns** – Work within a set of approved templates and occasionally create new modules to support email campaigns.
- **Digital Design & Development** – Using BioLite's Brand Standards and UI kit, translate approved campaign messaging into posts for [biolitestove.com](http://biolitestove.com), digital display ads and social media posts.
- **Asset Management & Distribution** – Assist in curating a rich database of photography, icons and other creative assets that can be used across BioLite's communication channels. Work with Marketing and Design team to create a reliable and timely system of asset delivery.
- **Collateral and Presentation Design** – Support our sales, emerging markets and customer service departments as needed by designing sales sheets, presentations and signage.

### QUALIFICATIONS:

- 0-2 years of experience.
- Expert knowledge of Adobe Creative Suite – especially Photoshop and Illustrator.
- A strong portfolio with an emphasis in digital (but don't be afraid to show us your range).
- Solid understanding of front-end development and emerging web technologies.
- Keen eye for design, typography, illustration and photography.
- Understanding of best practices in UX and UI design.
- Sketch, refine, review, repeat. You should be able to iterate quickly and communicate your thought processes through sketches and mockups.
- Resourceful, problem-solving attitude with the ability to quickly work under tight deadlines

### BONUS SKILLS:

- Back-end development
- Motion graphics
- Video editing
- Photography

### ABOUT BIOLITE:

BioLite is a dynamic, rapidly growing, and profitable social enterprise that develops, manufactures, and markets consumer energy products for off-grid communities around the world. Over the last three years, our team has tripled, and sales have doubled each year. Our business serves two distinct markets: 1) developing world families living in energy poverty, and 2) outdoor enthusiasts seeking fuel-independent cooking and power. We address these markets simultaneously through parallel innovation: by incubating core technologies that can serve users in both markets, we are able to re-invest near-term revenue to solve long-term, high-impact problems.

To apply, please submit your resume, cover letter and portfolio to [jobs@biolitestove.com](mailto:jobs@biolitestove.com) and include "Visual Designer" in the subject line. Your portfolio may consist of a single website link or a PDF attachment (no more than 5MB). Applications that do not meet these requirements will not be reviewed.