

BIRDIES



Associate Digital Designer

As a female-founded company, Birdies is on a mission to empower, support and lift up all women through the products we make and the women we serve. Birdies believes in being bold on the inside and outside, taking risks and doing what's right for its customers and employees every step of the way. Birdies' culture is one of inclusivity, teamwork, and mutual respect, where diverse backgrounds and voices are always valued and where lifting each other up is core, so that the team can learn, grow, and win together. Birdies is backed by notable venture firms including Norwest Ventures, Forerunner Ventures and Slow Ventures. Featured in Elle, InStyle and the New York Times and known as one of Meghan Markle's favorite shoes, Birdies is growing rapidly and looking for great people to join our team.

The digital designer will play a critical role in helping shape and grow the Birdies brand. This role will be a part of the Creative team, alongside a senior brand designer while reporting directly into the VP of Creative. The designer will also collaborate cross functionally with the Marketing, Brand and Growth teams. As part of the creative team, you'll take on a variety of digital design work across many of Birdie's digital channels, primarily responsible for designing and updating email, site creative content production, paid ads and other digital creative.

Bay Area based, in office approx. 2-days each week.

Social Media & Creative Links:

Social Media

- [Instagram](#)
- [Pinterest](#)

Magazine / Articles

- [Marie Claire](#)
- [Town & Country](#)
- [Bustle](#)
- [People](#)

Responsibilities:

- Work collaboratively with marketing, brand, and creative to meet tight deadlines
- Execute design for marketing campaigns across all digital channels including social, email and paid ads.

- Support social & affiliate marketing asks including YouTube, Instagram, Facebook, TikTok, Catch, Twitter, etc.
- Partner with site operations to create and execute consistent/effective/optimized site creative. Work collaboratively to keep birdies.com current and ensure all creative is aligned with brand voice, mission and creative standards.
- Design fashion-forward email and marketing campaigns weekly
- Ensure that all work stays within established brand guidelines.
- Manage multiple projects with quick, often same-day turnaround times

Qualifications:

- Minimum 2+ years of Digital Design experience within a high-paced, cross-functional creative environment, preferably within Marketing/Retail
- Portfolio of work that shows strong understanding of typography, digital design trends, and online visual communication.
- Extremely organized and able to focus on multiple deadline-driven projects at one time
- Strong proficiency in Adobe Creative Suite
- Enthusiastic, self-directed and resourceful – someone who will thrive in a constantly changing, fast-paced environment. A flexible multi-tasker who is willing to wear multiple hats and pitch in whenever and wherever is needed to get the job done. Adaptive to changing priorities
- Familiarity with creative briefs. Comfortable managing workload using tools like AirTable, Trello and Slack.
- A collaborative player able to work independently and within a team
- Experience with motion graphics and Adobe After Effects is a plus
- Sense of humor (also, always a plus)

Benefits:

- Competitive compensation
- Comprehensive health benefits
- Paid parental leave
- 401k plan
- Birdies discounts and annual product allowance
- Professional development programs
- Company sponsored volunteering opportunities

Birdies is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, gender identity or expression, sexual orientation, age, genetics, marital status, veteran status, or disability status.