

# VINTNER'S DAUGHTER

## DIGITAL DESIGNER

Vintner's Daughter is committed to creating category-defining nutritional skincare made from the finest quality natural ingredients that deliver unmatched performance, quality and safety in order to positively impact the skin and lives of our customers.

### Overview

Vintner's Daughter was founded on the principles of unparalleled quality and efficacy, inspired by our founder April Gargiulo's background in the world of fine winemaking and its uncompromising standards. We apply these same, exacting principles to our sourcing and formulation processes, which is why Active Treatment Essence™ and Active Botanical Serum™ have set new standards for performance, quality, and safety.

Achieving such excellence requires a great amount of time and resources, and a commitment and dedication to the ideals of true craftsmanship. This is the philosophical foundation upon which we are built. We not only want to impact our customers' skin in the most positive ways, but also our world. To this end, sustainability is at the core of everything we do from sourcing, to packaging to our fewer, but better philosophy.

Social impact is also important and we joyfully donate 2% of every purchase to charities dedicated to improving the lives of women and children around the world. Making the world's finest skincare is what we are passionate about and provides us with the opportunity to forge lifelong connections with our incredible customers through mutual respect, giving back, deep gratitude and a shared reverence for beauty in all its forms.

### Overview of the Position

The Digital Designer is responsible for designing and delivering a world class visual experience through our brand's unique approach to marketing. Through elevated visual communication standards, creative thought leadership and a high level of organization, the Digital Designer works to simultaneously protect and evolve the Vintner's Daughter brand.

In this role, with your passion and experience for elevated design and story-telling, you will take ideas and direction from creative leadership and help brainstorm, design and execute multi-platform digital assets and experiences. Working closely with the Brand Team, you should be comfortable taking projects from creative brief to completion. You will collaborate with cross functional teams, prioritize projects and look for ways to create on-brand materials in this fast paced growing business.

### Key Relationships

- Reports to Art Director
- Key Collaborators: Head of Brand, Head of DTC, Art Director and Visual Designer

### Responsibilities & Desired Outcomes

- Design and execute awe-inspiring, beautiful creative under the Vintner's Daughter brand
- Manage bi-weekly assets from design to release with copywriter and Junior Designer
- Strong understanding and execution of typography, messaging hierarchy, composition, and balance
- Create a wide range of assets (still, GIFs, videos, animations, UI etc.) for seasonal campaigns, product launches, promotions etc. to be used on social and digital platforms.
- Able to take concepts and strategies and turn them into graphic design solutions
- Collaborate with copywriters to ensure design and visuals support copy for a cohesive message that will drive sales
- Work with the Head of DTC improve site design functionality and navigation, and upload creative content to Shopify CMS/Ecommerce platform.
- Proactively track trends in the ever-changing digital landscape and continually present new ideas to the Creative Team
- Produce and deliver final files in optimal specs that can be shared across the team through strong organization and folder structure
- Meet all deadlines and manage revisions or unexpected changes

### **Qualifications**

- BA or BFA in graphic design or related field
- 5+ years of relevant digital design, UI and motion experience in house or agency/studio. Luxury beauty/fashion a plus.
- Basic understanding of general Content Management Systems, Shopify Plus and Shopify Plus Themes a plus
- Basic understanding of HTML/CSS a plus
- Online portfolio showcasing strategic thinking, concepts and executions
- Understanding of UI/UX and user-centric design principles
- Proficiency with Photoshop, Adobe Creative Suite, Sketch, and Klaviyo
- Strong aesthetic and typography skills with attention to detail
- Strong working knowledge (or desire to learn) of additional creative applications for UI and motion graphics (After Effects, Figma, etc.) and ability to adapt to new technologies
- Comfortable retouching photos
- Outstanding organizational skills, attention to detail and carefully follow directions, guidelines and tech specs
- Manages time efficiently and proactively, with multiple projects, responsibilities and changing priorities
- Self-motivated and resourceful with a positive, can-do attitude and collaborative team player
- Enjoys working in a fast paced environment and proven ability to deliver outstanding work under tight deadlines

Vintner's Daughter is an equal opportunity employer. We are committed to the value of diversity, inclusivity and quality in both our workplace and company culture. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, and veteran status. To apply, please submit your resume, portfolio, and a cover letter to [careers@vintnersdaughter.com](mailto:careers@vintnersdaughter.com).

