

Graphic Designer

NaturAll Club - Philadelphia, PA

NaturAll Club is a Philadelphia based growing hair, beauty and technology startup, aiming to deliver natural, effective products for people of ALL hair types. Our diverse team features individuals from all over the world, passionate about better, harmless, hair and beauty solutions that work and experiences that captivate.



Ideal candidates are innovative individuals who enjoy brainstorming and developing creative content. We are looking for talented, driven, hands on candidates that wish to put their skills into practice on strategic proposals, projects, and marketing materials to support the company's brand, image, and perception.

Our visual designers work collaboratively within a team setting to design a wide range of deliverables, reporting to the Creative Director. We are looking for a positive team player who is self-motivated, driven to complete projects, needs minimal visual guidance/direction, and enjoys working in a collaborative, fast paced and dynamic team setting.

Responsibilities:

- Support the design team and Creative Director in the development of any and all brand collateral
- Explore different design and illustration styles and push artistic abilities within the confines of NaturAll Brand
- Conceptualize, design, and produce a wide range of specialized graphics and/or illustrative material against the set strategic brief
- Execute concept refinements and implementation through the use of Adobe Creative Suite
- Determine size and arrangement of illustrative material and copy, set typography, and arrange layout based upon company visual identity/design aesthetic and knowledge of layout principles
- Maintain digital files for identification and retrieval later
- Deconstruction/archiving of projects and visual elements to the appropriate servers and databases
- Organizes print, electronic media, direct mail and signage materials
- Design and produce high-quality visual aspects of marketing materials including, social media graphics, email marketing, event displays, flyers, newsletters, direct mailings, social media postings, exhibitions and displays, websites, videos
- Maintain and enhance websites by wireframing and improving design and interactive features
- Develops visual campaigns that educate and inform existing and potential consumers of the capabilities of our products/services

Qualifications:

- Must have a visual portfolio that illustrates a fluent understanding of design fundamentals (color theory, typography, space, form, rhythm, composition, etc.)
- A strong, dynamic portfolio showcasing strengths in typography, design systems, visual storytelling, presentation design, and a refined finesse across digital and print channels
- Proven graphic design experience

- Experience with design software and technologies (such as InDesign, Illustrator, Dreamweaver, After Effects, Auto Desk, Photoshop)
- Ability to absorb and apply constructive criticism from team members and other peers
- Excellent time management skills
- Impeccable organization and attention to detail
- A self-starter who works efficiently, takes initiative, and can think on their feet
- Excellent written and verbal communication, and problem solving skills
- Can quickly synthesize information to resolve a problem
- Strong interest in hair and beauty industries
- Ability to design renders or 3D mockups *preferred*
- Ability to look at their work from the point of view of the audience, and analyze how the designs may be perceived
- Ability to absorb and apply constructive criticism from team members and other peers
- Strong style and proofing skills with attention to detail
- Good inter- and intra-group relations skills
- Proficiency in Microsoft Office and Google Suite

To apply, send resume, portfolio, and cover letter to tomi@naturalclub.com