

HEYDAY

ROLE & RESPONSIBILITY

Senior Designer

You turn what Heyday does – creating a positive impact in people’s lives through skincare – into visual richness that inspires, delights, emotes, and brings joy. Through a combination of digital design, print/collateral design, in-store visuals, photography and video, you bring the creative expression of the brand alive.

About Heyday

We are expert skincare with a human touch. We started Heyday to personalize skincare to create positive change in people's lives – for both our teams and our clients. We're all about helping people feel great in the moment and empowering them to continue that journey on their own. Heyday means the period of your greatest strength, vigor, or success – your prime. We believe everyday should be your Heyday. We just happen to start with skin.

Heyday is headquartered in Soho, New York, with 5 retail locations across Manhattan and 1 in Los Angeles. This is an exciting opportunity to join a small, collaborative team and have a direct impact on our fast-growing business. This position will be an integral part of the organization. The candidate must have commitment and passion for the mission of Heyday to be a catalyst for people to look and feel their best. You are a magic maker who sees possibility and turns dreams into reality.

Key Responsibilities

Primary areas of ownership for the role include:

1. **Understand our customer, our brand, and the broader skincare landscape** to concept and execute Heyday visuals and assets that are fresh, differentiated, and lift our message.
2. **Own in-house design execution across all brand visual assets** including digital (email, social, web), print (collateral, seasonal prints), photography/video, and in-shop retail (merchandising, signage, events) touchpoints.
3. **Liaise with external partners/freelancers for design needs** (i.e., illustrators, photographers, video editors), ensuring work is delivered on strategy, on time, and on budget.
4. **Serve cross-functional and internal teams with creative needs**, including partnering in brainstorming, creating assets, and designing communications or company materials.

Qualifications

- 3-5+ years of brand-building experience with a consumer-facing brand
- A bachelor’s degree in fine arts or graphic design
- Proficiency with key design software; Adobe Creative Suite, Sketch, Figma, and others; proficiency with managing print/collateral production
- Excellent presentation skills to distill and ‘sell’ ideas internally
- Great taste! And a discerning eye for fonts, colors, sizing, space; a strategic eye for delivering work that *works* beyond just aesthetics

Expert skincare with a human touch

heydayskincare.com @heydayskincare

New York • NoMad • Tribeca • Upper East Side • Upper West Side • Noho • Los Angeles

- Undaunted desire to navigate the nuances of a people-based brand (i.e., we're not a single product brand)
- Ability to analyze performance of brand/creative output and receive feedback to determine paths forward
- Strong ability to lead and execute creative work with limited resources and work cross-functionally with marketing teams

Desired Traits

- **Creative.** Full of inspiring and fresh ideas and new ways to solve problems
- **Prioritizer.** Knows how to smartly and efficiently prioritize work based on colleague and business impact.
- **Listener:** And ability to deeply listen and build systems and strategies that capture the essence of a people-first brand
- **Openness to Feedback:** Ability to take feedback from peers, customers, and business results to make thoughtful adjustments to brand expression
- **Problem Solver:** Focus on the main objective, identify trends, get to the bottom of problems, and then solve the problem with sustainable solutions
- **Detail Oriented:** Meticulous attention to detail with an appreciation of complexity and risk
- **Clear Communicator:** Key ability to synthesize materials and make them easily digestible
- **Change Maker:** Constantly looking for ways to improve current way of doing things, never settles
- **High Standards:** Strong ability to set a high standard and drive ongoing execution on behalf of self and broader team and organization
- **Results Driven:** Focused on execution and driving outcomes with others; understands interdependencies and has strong ability to prioritize, project manage and drive organization to specific and measurable results
- **Scrappy:** Never settles for what's already been done, is innovative and creative with ideas, pitches in to get the job done
- **Reliable:** Follows through on commitments, and asks for help when needed
- **Composed & Resilient:** Can embrace change and ambiguity with a skill set of composure, planning, process management and agility

Location & Logistics

- The role will be based in New York City at the Heyday Support Office

Reporting

- The role will report to the Director of Brand
- The role will collaborate closely with marketing function and other internal teams, as an "in-house agency" in addition to client-facing work