

## GRAPHIC DESIGNER

### ABOUT US

Do you like to win? Are you passionate? Do you like working in a customer-focused environment? Cameron Ashley Building Products may be the place for you! We are a leading distributor of building products with 36 locations (and growing!) across the United States. We work each day to exceed our customer expectations in a fun and rewarding environment and we are looking for a graphic artist who has digital/web experience to support our brand-new eCommerce initiative at CABP! Join us as we PLAY TO WIN!

### POSITION SUMMARY

The primary function of this position is to create engaging and on-brand graphics for a variety of media. This position will execute, analyze, maintain, and update visual design assets for print and digital projects. Responsibilities may include illustration, catalogs, brochures, flyers, direct mail, advertising campaigns, display graphics, web graphics, promotional fulfillment design, and branding elements such as logos and icons. This will be accomplished by assisting in defining project scope, goals, and production timelines, as well as achieving necessary research and information-gathering during the conceptualization stage of each project, as well as working within established branding guidelines.

### ESSENTIAL FUNCTIONS

- Creation and development of all forms of print and/or digital collaterals based upon talent, skill, and knowledge of layout principles and design esthetics within accepted brand standards. This includes the determination of size and arrangement of illustrative material and copy along with strong typography skills.
- Collaborate with team members to understand business requirements of design projects.
- Contribute suggestions or ideas to improve branding and messaging. Make appropriate recommendations to aid in project design.
- Manage projects from initiation to delivery under guidance of the Creative Director; communicate regularly with stakeholders.
- Actively seek information regarding building material products industry standards.
- Seek and collect all information relevant to project.
- Organize and maintain database of images, photos, or previous work projects.
- Assist with print production technical issues as needed.
- Ensure brand integrity throughout all media.

### QUALIFICATIONS / REQUIREMENTS

- Bachelor's Degree in Design, Fine Arts, or related field (*preferred*)
- 3-5 years of experience
- Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign), as well as Microsoft Office software tools.
- Experience with web graphics and digital platforms including social media.
- Technical skill and keen eye for layout design, typography, image size and resolution, color relation and hierarchy of overall design.
- Strong communication skills, oral, written, and visual, to successfully present ideas and to transform the ideas of others into marketing collateral.
- Strong portfolio, showing an aptitude of design elements, genres and media.
- Exceptional organization and time management skills necessary to manage multiple projects and deliver assignments in a deadline and results-driven workplace.
- Problem solving ability where judgment of graphic design elements to create and deliver balanced, meaningful solutions is strong.
- Ability to review own work and work of others for accuracy, punctuation, spelling, use of intellectual property, compare to existing materials, and adjust accordingly.