



## **CREATIVE SERVICES MANAGER / DIGITAL GRAPHIC DESIGNER**

We are looking for a passionate eCommerce Graphic Artist to join our team. You want to contribute to new projects and you're willing to support existing websites with design and content updates. You would be willing to jump in and lend a hand to any of the design or production team when necessary. You are a self starter who can work independently and has a high level of creativity and a high attention to detail. You will work with the eCommerce director and website merchandiser to conceptualize and execute all graphic elements for our eCommerce sites, Digital Marketing channels (display, social, email).

### **Task description :**

- Apply strategic thinking to design and deliver innovative end-to-end user experiences that optimize among user needs and business goals.
- Create and update website graphics working with existing content management systems for the various e-commerce sites to keep content fresh and aligned with brand standards.
- Collaborate with the digital merchandiser to create imagery and copy for brand specific e-mail campaigns.
- Develop graphic elements and postings including copy that can be leveraged across multiple social media channels such as Facebook & Instagram including design and development of wall posts and multiple ad formats.
- Developing and designing concepts for a range of mediums: ads, digital/social, banners, posters, brochures, gifs, emails, etc...
- Providing insight on campaigns delivered by agency.
- Ensure brand standards are upheld & remain consistent as outlined within brand guidelines.
- Ability to translate key points from a creative brief into powerful creative design.
- Act as a consultant to the eCommerce team and provide graphic design expertise to increase visual impact and effectiveness of brand materials to support website objectives.
- Liaise with external agency partners and provide artwork or adapt artwork provided if applicable in a timely manner.
- Additional responsibilities may be required depending on evolving business requirements.

### **Qualifications :**

- 3+ years' experience work experience as a Graphic & Web Designer (retail familiarity is preferred) with an understanding of corporate branding and layout in both print, digital & social media.
- Understanding of best practices around User Experience design (e.g. responsive design, consistent navigation, fonts, and call to actions). Ability/desire to learn and evolve content creation within an e-commerce Content Management Systems (CMS).
- Understanding of current web standards, best practices, cross platform compatibility, graphic design and web usability principles.
- Ability to prepare digital files for programming.
- Up to date on technology and apps in the creation/editing of content through animation/video.
- Innovative and creative ability and artistic talent.
- Great working knowledge of Illustrator, InDesign, Photoshop, Word, Excel, and Outlook.
- Self-starter, team player, ability to prioritize, and cope in a fast paced, constantly changing retail Marketing environment.
- Inquisitive and always looking to push for creative and design excellence in each project.
- Post-Secondary Degree in Digital Media Arts, (graphic, interaction, visual, digital), human computer interaction, information architecture, or related UX field.
- Understanding of responsive web design and development.
- Understanding of usability and navigation functionality for desktop and mobile.
- Expertise with design tools such as Photoshop, Illustrator, Sketch, After Effects
- Excellent verbal and written skills.
- Organized self-directed and able to manage multiple and complex projects in a timely manner.
- Bilingual (French and English) required.

To apply, please send your resume to this email address: [emploi@holiday.ca](mailto:emploi@holiday.ca)