



9049 Tyler Blvd.  
Mentor, Ohio 44060  
Ph. (440) 974-8888  
[www.buyersproducts.com](http://www.buyersproducts.com)

## Graphic Designer

Join the dynamic Marketing team at Buyers Products Company, a prominent player in the work truck industry! We are on the lookout for a skilled Graphic Designer to drive the quality of our print, digital, and packaging projects.

### Position Overview:

As a Graphic Designer, you will be responsible for balancing multiple graphic design projects. Work on attention-grabbing print ads, conversion-driving infographics, shelf worthy packaging, and page-turning print catalogs. This role demands a blend of creative design, page layout, attention to detail, and the ability to manage multiple project deadlines at once.

### Primary Job Duties:

- **Design Creation:** Develop visually appealing and on-brand designs for various marketing materials including brochures, catalogs, advertisements, trade show signage, packaging, labels, digital graphics, and other promotional items.
- **Concept Development:** Collaborate with the marketing team to brainstorm and conceptualize design ideas, considering target audience and project objectives.
- **Graphic Production:** Execute the design process from concept to final product, including layout composition, image selection, and typography, ensuring designs are print-ready or optimized for digital platforms.
- **Brand Consistency:** Maintain and enforce brand identity guidelines across all design materials to ensure consistency in messaging and visual representation.
- **Creative Problem-Solving:** Address design challenges with innovative solutions while adhering to project requirements and timelines.
- **Collaboration:** Work closely with cross-functional teams such as marketing, product development, and sales to understand their needs and translate them into compelling visual communication pieces. Coordinate projects with external printers.
- **Software Knowledge:** Demonstrate proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft Office (Word, Excel, PowerPoint).
- **Project Management:** Manage multiple projects simultaneously, prioritizing tasks, meeting deadlines, and effectively communicating progress and challenges to stakeholders.
- **Continuous Learning:** Stay informed about design trends and industry best practices to enhance skills and contribute to the company's competitive edge in the market.



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### **Skills/ Experience:**

- 2-3 years of experience in graphic design work.
- Creative acumen. Innovative thinking to solve design challenges and develop engaging visual solutions across a variety of mediums.
- Must possess a strong understanding of design principles including layout, typography, color theory, and composition.
- Must demonstrate good communication skills. Demonstrate the ability to listen well, process feedback, and explain design elements to stakeholders without getting too technical.
- Must have extensive knowledge of Adobe Creative Apps, specifically Adobe InDesign, Photoshop, and Illustrator.
- Must be familiar with Microsoft Office programs, specifically Word, Excel, and PowerPoint.
- Understand how to work with brands and follow brand standards.
- Time management and organizational skills to manage multiple projects and meet deadlines.
- Ability to multi-task while showing commitment to detail.
- Demonstrate maturity and professionalism in the workplace.
- Ability to work well both independently and collaboratively alongside team members.
- Knowledge of digital design industry trends and best practices.

### **Education Background:**

- College degree in design, graphic design, marketing, or a related field is required.