9049 Tyler Blvd.
Mentor, Ohio 44060
Ph. (440) 974-8888
www.buyersproducts.com

Digital Designer

Buyers Products Company, a leading manufacturer in the work truck industry, is searching for a Digital Designer to help create engaging, user-centered digital experiences that support our brand and our customers.

Position Overview:

As a Digital Designer, you will design and produce digital assets, infographics, and web experiences across Buyers Products Company's websites, landing pages, email, and digital marketing channels. Working closely with the creative team, web developers, and marketing partners, you'll turn ideas into polished, on-brand designs, build your UX/UI skills, and help keep our digital touchpoints consistent and easy to use.

Primary Job Duties:

- **Digital and Web Design:** Design user interfaces and page layouts for company websites, landing pages, web-based tools, and related digital touchpoints, following established UX/UI direction and brand standards.
- **Wireframing and Prototyping:** Create user flows, wireframes, high-fidelity mockups, and clickable prototypes in Figma.
- **Digital Marketing Assets:** Design web banners, email templates, digital ads, social media graphics, and other digital content that supports marketing and sales initiatives.
- **Infographics and Data Visualization:** Design infographics, charts, diagrams, and other visual explanations that turn product information, specifications, and data into clear, engaging, on-brand content for web, social, sales, and print use.
- **User-Centered Design:** Translate project requirements, customer needs, and stakeholder input into clear, useful, and intuitive design solutions.
- **Website Experience:** Design and update page layouts, navigation, menus, forms, calls to action, buttons, and other interface components that support a consistent and efficient user journey.
- **Responsive Design:** Ensure designs function effectively across desktop, tablet, and mobile screen sizes.
- **Design Systems:** Use, contribute to, and help maintain reusable digital components, patterns, style standards, and Figma libraries to improve consistency and design efficiency.
- **Visual Design:** Apply typography, color, spacing, hierarchy, and imagery to make digital experiences clear, engaging, and aligned with the company brand.
- **Accessibility:** Apply digital accessibility best practices in your designs, including readable typography, color contrast, and clear content hierarchy.
- **Collaboration and Handoff:** Work with marketing, web developers, product teams, sales, and other stakeholders to understand project needs. Prepare organized design files and specifications for developer handoff and help support accurate implementation.
- **Feedback and Revisions:** Participate in design reviews, present your work and design thinking clearly, and incorporate feedback from the team and stakeholders.

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- **Iteration and Improvement:** Help evaluate existing web pages and digital assets, using stakeholder input, user feedback, and analytics provided to suggest improvements.
- **Brand Consistency:** Ensure digital work consistently reflects company brand standards while adapting them appropriately for interactive environments.
- **Graphic Design Support:** Create on-brand print, packaging, promotional, and presentation materials, as needed, from initial concept through final production.
- **Organization and Time Management:** Manage multiple projects and deadlines at once, communicate progress, and maintain organized design files and documentation.
- **Continuous Learning:** Stay current on UX/UI, web design, accessibility, Figma capabilities, and digital design best practices, and bring fresh ideas that contribute to the company's competitive edge in the market.

Skills/ Experience:

- 2–3 years of professional experience in digital design, web design, UX/UI design, interactive design, or a related creative discipline. Agency or internship experience is a plus.
- Experience designing websites, landing pages, digital marketing assets, or digital interfaces, with exposure to the developer handoff process.
- Must have working knowledge of Figma, including wireframes, prototypes, components, and auto layout.
- Portfolio demonstrating digital and web design work, responsive layouts, and strong visual design execution.
- Solid understanding of user-centered design, usability, responsive design, and visual hierarchy.
- Familiarity with design systems, component libraries, or digital brand guidelines.
- Basic knowledge of digital accessibility principles and how they apply to design.
- Must have working knowledge of Adobe Creative Apps, specifically Adobe Photoshop, Illustrator, and InDesign, for supporting visual and graphic design work.
- Must be familiar with Microsoft Office programs, specifically Word, Excel, and PowerPoint.
- Ability to translate project requirements and information into clear, practical, and visually effective design solutions.
- Understand how to work with brands and follow brand standards.
- Strong organization and attention to detail, with the ability to manage multiple priorities and deadlines.
- Open to feedback, eager to learn, and motivated to grow UX/UI and digital design skills.
- Ability to work independently and collaboratively in a cross-functional environment.
- Experience working with content management systems or website development teams is preferred.
- Basic knowledge of HTML/CSS, motion graphics or animation (such as Adobe After Effects), digital analytics, or usability testing is preferred.

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Education Background:

- College degree in UX/UI design, interaction design, graphic design, visual communication, marketing, or a related field is required.