



## MID-LEVEL GRAPHIC DESIGNER

Brllnt is a marketing and design studio based in Navy Yard, Washington, DC. We believe in the power of storytelling and aid each of our clients in the development of their brilliance through strategic marketing and impactful design.

We believe that true creativity is an outpouring of the soul, making it essential for each member of the Brllnt team to bring their whole self to work each day. The Brllnt culture challenges, encourages, and equips our team members to have the balance they need to create truly brilliant work.

### BENEFITS

- Salary, determined by experience and fit
- Health, Dental, and Vision Insurance covered up to 80%
- 401K
- Unlimited PTO

### REPORTS TO:

Design Director

### ROLE:

As an essential member of the Brllnt design team, you will be responsible for designing innovative, purposeful creative work that aligns with client goals and is visually engaging. You are able to interact with clients, gather and interpret feedback, and effectively communicate next steps to your manager. Brllnt Mid-Level Designers are expected to effectively manage their own tasks and time, as well as communicate early and clearly if adjustments need to be made.

You are a team player that has the skills to collaborate with the team, to coordinate projects internally, to assist in the execution of strategic marketing initiatives, and to support the overall mission and goals of Brllnt and its clients. You are an avid learner - continuously seeking inspiration and building your knowledge of the industry, including **design trends, processes, techniques, and tools**.

Day-to-day tasks include designing and delivering materials **on time** and brainstorming creative concepts. You are responsible for ensuring that management receives your designs in a timely manner that affords them ample time for feedback, keeping an on-time delivery to the client. As the opportunity arises, you will **work with interns and junior designers**, offering feedback and helping them execute tasks.

## RESPONSIBILITIES:

- **Collaborate with other creative team members**
  - Work with design and marketing teams on creative concepts
  - Participate in creation of campaign and marketing strategies
- **Design & Content Development**
  - In support of the Design Director and Senior Designer, you will help execute marketing deliverables in support of their strategies
  - Select imagery and design graphics for: blogs, social, and marketing content as needed for each project and task.
  - When needed, write headline and other copy used within design deliverables
- **Creative Strategy and Industry Knowledge**
  - Audience research - know who we're designing for
  - Brand and competitor research - identify opportunities to out perform & outshine the crowd
  - Channels - know or discover formats / specs for standard social platforms
  - Attend design events and be active in the community to challenge and improve your creative skills
- **Tools and training**
  - Familiar with standard design software (Adobe Creative Suite)
    - Knowledge of or learning Sketch for UI/UX design
  - Actively seeking tips, tricks, and plugins for making work more efficient
  - Understanding prototyping software: Invision
  - Basic understanding of technical constraints for:
    - Print mediums
    - Web mediums
    - Mobile web & devices
  - Attend webinars, trainings, conferences, watch Youtube etc. regularly to hone your knowledge of current and new tools
- **Mindset**
  - As a member of the creative team, we expect brilliance. This means:
    - Unsatisfied with trends / what others are doing
    - Challenging standards / status quo
    - Having a reason for everything
    - Form and function must live in harmony
  - Supporting and growing the creative team:
    - Support teammates and coordinate schedules / workload
    - Share resources and inspiration regularly
    - Spend time getting to know the team: we're a family
    - Graciously give and receive feedback
    - Help recruit and train new members

**ETC.**

Being Brillnt comes with its own set of expectations - it's a big name to live up to both for the clients we represent, the work we produce, and the culture we embody. That means we show up every day caring about the results we impact, the designs we craft, and the stories we tell. It means knowing when we can do better, when we can learn more, when we need to lean on our team for ideas and answers, and knowing when we need to step up. Our expectation at Brillnt is such. We don't expect perfection, we expect brilliance.

At Brillnt, we believe in the ever-changing, the ever-evolving, and the ever-growing both for our clients, and for each of our team members. We believe that business is personal, especially for industries we serve. Our daily objective is to become more brilliant, individually and as a team.

As such, expect rolling performance reviews where we will discuss strengths, areas of improvement, and growth opportunities. Every 6 months, we'll want to sit down to explore where you are at and where you want to go. This means - your responsibilities will adjust as you tweak and hone in on your expertise, as our clientele shifts and expands, and as our team continues to grow.

We are passionate about growing an open, respectful culture that is nurturing towards the professional goals and personal development of each member. This means everyone is comfortable giving and receiving direct communication about what is going well, and where there is room for improvement.