



Job Title: Visual Communication Designer

Reports to: Creative Services Manager

Status: Full Time, Exempt

Position Overview:

The Visual Communication Designer is responsible for crafting visual designs that represent Kuryakyn's marketing concepts and goals across various forms of visual media (i.e., websites, mobile apps, e-mails, banners, collateral materials, displays, catalog publications, packaging, etc). This person contributes to the ideation, presentation concepts, design, production, and execution of effective and brand appropriate creative.

Essential Duties and Responsibilities:

The Visual Communication Designer job duties and responsibilities will include but are not limited to:

- Create various marketing assets including, but not limited to print and digital advertising, sales collateral, email, flyers, presentations, signage, brochures, proposals, social media concepting and special projects.
- Contribute to visual design projects at all levels, from conceptual proposals to detailed schematics and asset production.
- Problem solve/collaborate with the Senior Designer in innovating and refining collateral within the boundaries of the brand to be presented to Creative Services Manager and Design Director.
- Juggle multiple projects while effectively managing timelines and expectations with the Creative Services Manager.
- Develop on-brand creative that drives both brand awareness and sales.
- Create web and/or interactive visual designs that address business, brand, market, and user requirements.
- Collaborate with cross-functional teams to produce unique and effective design.
- Understand and be able to articulate the different needs of B2B and B2C markets when needed.
- Mindfully ensure that design is on brand and strategically aligned with the Kuryakyn vision.

Requirements:

- BA Degree in visual design, graphic design, visual communication or other relevant degree. A minimum of an Associate's Degree in design or related field may be considered.
- 4+ years working experience.
- Exceptional skill with Adobe Creative Suite, including InDesign, Illustrator and InDesign.
- Knowledge and understanding of HTML, CSS.
- Motion graphics, After Effects, 3D modeling/rendering and animation experience a plus.
- Professional level knowledge of Microsoft Excel, Word and PowerPoint.
- Accomplished in comprehension of complex ideas and technical data, and their translation and development into compelling visuals for use in a variety of communication formats.
- Advanced proofing and editing ability (appropriate tone/style, complete and accurate).
- Highly organized, detail oriented and proactive with a strong ownership sensibility and a passion for their work.
- Must be comfortable with ambiguity and always willing to take the initiative to create something new.

- Must be flexible and able to adjust within a fast-paced work environment with unpredictable deadlines and schedules.
- Excellent communication and interpersonal skills.
- Self-starting individual with proven ability to take ownership for results and driving change.
- Thorough understanding of contemporary user-centered design methodologies.
- Practices strong problem solving skills and independent self-direction coupled with an aptitude for team collaboration and open communication.

Physical Demands

While performing the duties of this job, the employee is regularly required to use hands to fingers, handle, feel, hear and talk. The employee is frequently required to walk, sit, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position works in a variety of different environments, including an office setting, exterior settings with noise level that can fluctuate from low to high.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.