

Senior Design Position



kinesis

After reviewing this position, please visit the “career center” section of the Kinesis website. There you’ll find more information, as well as the form used to begin the application process. *No phone calls, please.*

Letter from Kinesis CEO, Shawn Busse:

"I am looking for an experienced design professional who understands all aspects of effective branding, and can create compelling designs for both print and the web. This person believes in the transformative power of design, and can consistently use their expertise to propel clients to the next level within their marketplace. Kinesis design professionals are also solidly grounded in reality: we understand that the function of effective branding and design is to help our clients generate more business.

On a day-to-day basis, I expect to work with a team member that's both a creative and collaborative force within the organization. Our ideal candidate consistently works hard, pushing to make Kinesis (and its clients) better and better.

This position is pivotal to our organization. Our design team plays an active role with the client; you are expected to convey our professional approach in person, on the phone, and in writing. This position is designed as an entry into creative leadership within Kinesis, and we anticipate long-term growth and advancement in your design and management skills."

For the "A" player looking for something special and who can answer "yes" to the follow questions, this is the opportunity for you:

- Do you enjoy working in a collaborative environment where you're expected to contribute top-notch ideas?
- Do you have a track-record of success working in a nimble yet effective way?
- Are you comfortable communicating with clients and vendors outside of the organization?
- Do you have clear, concise, and effective writing skills?
- Can you gracefully handle rejection by clients or other team members?
- Can you fluidly move from creating designs to writing emails to collaborating with team members?
- Are you looking to work at a firm that's unlike any other?



Live the Kinesis Values

Kinesis team members strive to live our core values every day. We don't give lip-service - we live, breathe, and believe in these core tenants. For the design position, this is what's expected:

Think Big: “Outside the box” may be a tired cliché, but at Kinesis, we expect our designers to approach every problem with the question, “what if?” Our clients look to us for guidance in standing out in their industry. We've won plenty of awards - what we care about is when our clients say, “Wow!”

Build to Last: Trends are for other agencies. We want to build designs and brands that stand the test of time and represent a real, lasting value to our clients. Work done by the design team is built with exacting care, attention to detail, and an emphasis on long-term success.

Share the Good: Your mother, your teachers, and Dr Seuss all know this truth - sharing is a good thing. The Kinesis design team fosters collaboration and the exchange of ideas (no cubicles and headphones here!). We work in an open office environment, and strive to bring good ideas to our clients, to our coworkers, and to the community around us.

Do the Right Thing: At the end of the day, it all boils down to integrity. Make a mistake? Own it, fix it, and try not to do it again. Apologize if necessary and try not to repeat.



Qualifications

At Kinesis, core values, abilities, and a demonstrable track record of success are more important to us than direct experience. That being said, an ideal candidate would have the following skills:

CORE ATTRIBUTES

- Brainstorm to create multiple definable concepts
- Able to visualize an idea through type, imagery and/or illustration
- Think creatively and outside the box
- Create unconventional solutions to challenges
- Organize daily duties and keep track of small job details
- Follow through with specific project expectations, commit to completion
- Able to translate large amounts of information clearly and effectively
- ★ Convert marketing strategy to ROI

TECHNICAL SKILLS

- Proficiency with Adobe Creative Suite
- Able to color correct and edit photos for better print quality
- Understand Microsoft Office programs
- Able to print, trim, mount or construct physical design comps for presentation

FOCUS AREAS

Branding

- Create relationship between type and logo mark
- Construct brand standards document
- ★ Translate client mission into visual brand
- ★ Understand proper logo/brand application usage

Print & Layout

- Group large amounts of information in clear and organized fashion
- Use typography to promote readability and to call attention to focus areas
- Effectively utilize styles, master pages, templates, tracking, kerning and leading
- Coordinate the pre-press phase and communicate with print vendors



PDF Presentations

- Communicate big ideas effectively
- Use good typography and visuals to promote enthusiasm

Advertising/Billboards

- Communicate concept through headline and visual imagery
- Work with ad reps and publication pre-press
- ★ Distill big ideas into simple, powerful concepts

Web Design

- Knowledge of current technical web standards and limitations
- Prepare/organize Photoshop file for developer hand-off
- Understand Wordpress dynamic functionalities and structure (widgets, pages, posts, sidebars, etc.)
- ★ Knowledge and understanding of web-based layout and user interaction

Microsoft Office Templates (Word, PowerPoint, etc.)

- Create PowerPoint presentation templates that communicate effectively
- Produce branding graphics to embed into MS Office programs
- Create styles for color/type, theme and template files

Environmental Design (Signage & Tradeshow Graphics)

- Understanding of traffic flow and long-distance visibility
- Design to stand out amongst the clutter of tradeshows/environmental artifacts
- ★ Know how to use Sketch Up for presentation of 3D graphics

Product Packaging

- Design to stand out amongst the crowded marketplace
- Convey the product's compelling brand story with design
- ★ Know how to use sketch Up for presentation of 3D graphics

Direct Mail

- Effectively deliver sales message to take action
- Design to stand out from the "junk mail"
- Understand postal regulations and requirements



Social Media/Ezine Branding

- Understand mail chimp and social network(s) technical standards and limitations
- Able to extend brand to social media networks

INTERNAL - INTERACTION & PROJECT MANAGEMENT

- Ability to collaborate with other team members
- Know how to compromise with Interactive and Content Developers
- Present creative ideas/designs to internal teams
- ★ Manage and oversee complex design projects from concept through production
- ★ Effectively prioritize and assign project work
- ★ Manage/train other designers
- ★ Lead project meetings to produce positive solutions
- ★ Successfully negotiate project deadlines to create timelines and determine project scope to define cost estimates

EXTERNAL - INTERACTION & PROJECT MANAGEMENT

- Coordinate with vendors (printers, pre-press vendors, publications, etc.)
- Use strong communication skills
- ★ Lead creative portions of client presentations
- ★ Influence clients to choose an effective design and deliverable solution
- ★ Think strategically to add unexpected value to client (proactive design)

PROFITABILITY

- Manage design time to set task budget
- Manage and prioritize job schedule to align with timelines
- Balance client billable time with internal Kinesis initiatives
- Maintain minimum 70% billable time @ 36-40 hrs per week
- ★ Manage multiple tasks to assigned project budgets
- ★ Manage multiple projects to set client monthly retainer budgets

