

Designer

Position at Kinesis

After reviewing this position, please submit your cover letter and resume to: kinesisinc.com/contact/careers/ *No phone calls, please.*



Letter from Kinesis CEO, Shawn Busse:

“ We’re looking for an experienced professional who understands the critical role design plays in building a brand. The right-fit Kinesian starts with “why” rather than “what,” enjoys getting their hands dirty with the work, and possesses a drive for continuous learning. You know how to ask the right questions, can bring big ideas to the table, and elevate a brand beyond the everyday.

A mid-career role (minimum 4 years’ experience), the Design position helps Kinesis customers realize business growth through brand, print, and the web. You know the tools of the trade (InDesign, Illustrator, Photoshop) and have reached a point where you’re self-directed and capable of managing your own projects.

Kinesis’ core clients employ between 10 to 200 employees. This means businesses with a well-developed product or service offering, but often very little in the way of marketing infrastructure. As a Designer, you will contribute ideas and projects that make a lasting impact on the lives of our clients and their employees.

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

- Do your coworkers use words like, “nimble,” “creative,” “driven,” and “surefooted,” when they describe you?
- Do you enjoy taking ideas from concept to reality?
- Does project diversity and switching tasks excite you?
- Do you thrive on collaborative brainstorming?
- Do you have clear, concise, and effective writing skills with a high level of accuracy in grammar, spelling, and punctuation?
- Do you believe in the power of small businesses? Does the idea of working on real-world projects (rather than big corporate dazzle) excite you?
- Are you looking to work at a growing firm that’s unlike any other?

Thanks for your interest in Kinesis – we’re excited to hear from you!



A handwritten signature in black ink, appearing to read 'S Busse'.

Shawn Busse, CEO at Kinesis

About Kinesis

Nominated as one of the top-5 most innovative small businesses in the region, Kinesis prides itself on thinking big and providing its employees with limitless opportunity. And we're growing...fast. 2016 marked our 5th consecutive appearance in the Portland Business Journal's [Top 100 Fastest Growing Private Companies](#), and our growth has made room for a new office in NW Portland. We're an inspired team of creative, purpose-driven marketers that love small business and what it can accomplish.

[See more of the Kinesis Culture on Facebook!](#)



Our Mission is Transformation

For 18 years, Kinesis has subscribed to the same big idea – we're committed to transformation in everything we do. What do we mean by that?

Kinesis is the rare company that believes personal growth, new ideas, and ongoing career development are what makes for a thriving organization. We invest in this philosophy by recruiting employees who flourish in a dynamic environment and also by only engaging with right-fit clients that support a growth mind-set. We're picky about who we work with because we know great clients make for happy employees.

Our Clients

[We work with a broad array of clients](#) for one very deliberate reason: diversity brings fresh perspective. Most all of our clients are in the B2B space, but are doing things far from ordinary. They believe in empowered employees, breaking the status quo, and building the next Big Thing.

Live the Kinesis Values

Our team is fueled by a set of core values. They are a living, breathing part of our internal culture, and empower every decision and action:

Think Big:

Our team approaches every project with the question, “What if?” Our clients look to us for guidance in standing out in their industry, growing their business, and being downright remarkable.

Build to Last:

Trends are for other agencies. We build solutions for our clients’ businesses that stand the test of time. Our team prides itself on our attention to detail and emphasis on long-term success.

Do the Right Thing:

At the end of the day, it all boils down to integrity. Make a mistake? Own it and solve it. Realize there’s a better way? Change it. Above all, be honest, upfront, and transparent.

Share the Good:

The Kinesis office fosters collaboration and the constant exchange of ideas. We continuously share successes and best practices with our clients, our coworkers, and the community around us.

Business as a Force for Good



In 2016 Kinesis joined a community of over 1500 B Corporations; Patagonia, Ben and Jerry’s, New Seasons Market – and now Kinesis – meet the highest standard of verified social and environmental performance, public transparency, and legal accountability. While Kinesis has always been about, “Doing the Right Thing,” B Corp certification shows our commitment to success in business while supporting the environment, the community, and the employees who make Kinesis such a great place to B(e)!

[Learn more about how purpose-driven companies are making for a better world!](#)

Here's a Sample of the Kind of Work You'll do:

- Branding and Brand rollout – everything from logos to Office templates
- Design and produce sales collateral
- Social media work including Mail Chimp newsletters
- Print and tradeshow work
- Website designs from wireframes to design to ongoing updates (Wordpress)
- Blog posts: develop graphics, format photos, rollout posts.
- See more examples here: <https://www.kinesisinc.com/work/>

Here's How You'll Measure Success

There's a big ol' list of things you need to be able to do at Kinesis (see "Qualifications" below). We expect these skills to be table stakes. What matters most is this: Designers are key producers and contributors to the growth and financial health of Kinesis. This means nurturing positive, collaborative relationships with clients and coworkers, and measuring your success through **three key performance indicators**:

1. **Utilization:** Utilization is a measure of time spent on client work. We invest a lot in our employees, so our utilization rate goals are modest compared to most agencies. That said, success means spending at least **65% of your time on work that ends up in the client's hands (based on a 43-hour work week)**.
2. **Efficiency:** Getting faster at your work as you grow in your career is the hallmark of an A-Player. Designers deliver work under budget and demonstrate continuous improvement by **reducing time-to-completion and meeting or exceeding benchmarks set by yourself and your peers**.
3. **Quality:** Quality is measured through Utilization and Efficiency, but a great Designer also knows how to adapt to a client's brand and idiosyncrasies. Once you're through the 90-day onboarding process, **your work-product should delight fellow Kinesians and customers on first-pass. Put another way: People ask to have you put on their projects**.

These Are Your Qualifications

At Kinesis, a person's core values, personality, and a demonstrable track record of success in a professional environment are the keystones to our ideal hire. Candidates with the following minimum experience are encouraged to apply:

- A minimum of 4 years' experience. Agency experience is preferred, but candidates with a diverse background can also fit in well (the most important thing is that you can switch quickly from project to project and enjoy diverse work).
- Mastery of the Adobe Creative Suite. Bonus if you know video editing or motion graphics.
- Deep experience with design layout and typography
- Strong understanding of the web and responsive design
- A compelling professional and personal body of work

Skills and Strengths:

BRAND

- Convert a client's mission into story and visual design
- Conceptualize: use metaphor to help craft client brands
- Implement logo designs across media; build brand asset libraries

PROJECT MANAGEMENT

- Set and hit deadlines
- Adapt to new project management systems and methodologies
- Focus on practices that support Kinesis' overall well-being: creating efficiencies, setting clear expectations, looking for win-win solutions

CLIENT FACILITATION

- Participate in client meetings to move design initiatives forward
- Interact regularly with client via ongoing email, phone calls and in-person meetings
- Participate in the presentation of design initiatives and outcomes, including (but not limited to) design layouts, brand stories, and strategies

COMMUNICATION

- Clearly communicate project strategies and their value to clients and the Kinesis team
- Present ideas to clients in a bold and exciting fashion – you should feel comfortable sharing your ideas to a small group from the front of a room
- Facilitate conversations that bridge the gap between big vision and tactical next steps
- Ask for feedback – utilize constructive criticism as your foundation for learning and growth
- Build meaningful and productive relationships with the Kinesis team

PROCESS IMPROVEMENT

- Help create scalable processes for project implementation and team accountability
- Question the status quo, bringing ideas to the table for improved efficiency and effectiveness
- Experiment with new methods, collaborating with team members to optimize current processes
- Document as you learn to create curriculum for future training opportunities

Benefits

- Flex PTO – paid time off. Maximum of 5 weeks per calendar year (4 weeks for year-1 employees, with discretion to add based on performance)
- Paid Holidays: 7 full days per year
- Group Health Insurance, 80% employer-paid. Two options: PPO and HSA

- Paid medical benefits and access to a pre-tax and employer co-funded Flexible Spending Account (FSA)
- 401K with 4% match after 6 months of service
- A thriving workplace: Standing desks, ergonomically-friendly chairs, natural light, and roll-up garage doors for a fresh summer breeze!
- Kinesis team-building events and off-site fun
- Flexible Work Scheduling: 10:00 – 3:00 office hours and work-from-home options
- Employer-paid volunteer time
- Employer-paid Short Term Disability policy (up to 12 weeks)
- Access to low-cost employee paid Long Term Disability insurance
- Continuing education opportunities and employer-paid learning events
- Pre-tax transit reimbursement
- Carpool reimbursements
- Optional monthly parking, partially subsidized and below-market costs
- Bike commute rewards

Compensation

This position pays between \$48K - \$70K, based on experience. Kinesis uses a transparent compensation model and open-book financials, so only apply if this position is within your salary range*. However, if you've read this far, you know that Kinesis is about much more than a paycheck: our average work-week is 43 hours, clients won't call your cell phone on weekends (or your vacation!), and our culture is the antithesis of the typical 50+ hour work-week found at most agencies.

**If you are a senior-level designer outside of this salary range, we welcome great-fit applications for future openings.*

Career Advancement

For those interested in advancing their careers, the Designer role is a training platform for the Senior Designer Position (more client interaction, presentations, leadership).

Final Thoughts...

Working at Kinesis is more than a job. It's an opportunity to grow with a team that truly cares about one another. And, because we've built a company on a win-win philosophy, you'll enjoy a tremendous career growth that's second to none. Good luck!