



## Senior Brand Designer at SmartBiz Loans

In this role, the Senior Brand Designer spearheads the evolution, definition, and execution of the SmartBiz Loans brand design system. The designer should have experience crafting a comprehensive visual identity, providing clear design direction, as well as producing assets for a range of media. You'll work in a dynamic, self-directed environment with multidisciplinary teams to concept and build delightful brand expressions and support both our Product and Marketing teams, developing a cohesive, holistic vision of our entire design ecosystem.

### What You'll Do

As the Senior Brand Designer, you will evolve the character of the SmartBiz Loans brand across multiple platforms—from the web to mobile, print, and event marketing. You'll tell our story to an audience of B2B and B2C users of our industry-leading products through interactive design, photography, illustrations, presentations, and infographics.

### You'll be responsible for:

- Extending and defining our brand across multiple platforms
- Building an extensible Brand Design System, developing tools, templates, processes and style guides to ensure brand consistency while championing design within our organization
- Designing and developing marketing and sales collateral to explain products and solutions to customers and users. Formats may include: Presentations, Websites, Emails, Display Graphics, Infographics, White Papers, Etc.
- Provide design leadership and mentorship for your team
- Lead stakeholder presentations and discussions of your work
- Assist in scoping out the timeline and requirements of design engagements
- Foster an open, collaborative, and inclusive environment for the design team
- Translate business and marketing objectives into designs that are clear, compelling, consistent, and visually exciting
- Participate in Product ideation and conceptual development
- Support the Product and UX designers to ensure brand style and consistency through creative direction and hand-on guidance



### Requirements:

- 5-7 years minimum design experience in a leadership role, preferably with agency experience
- Must possess a strong understanding of design theory, yet love breaking the rules once in a while to create something truly innovative and unique
- Understanding of typography and grid systems
- Understanding of color and color theory, both formally and intuitively
- Be confident working across diverse aesthetic styles
- Be well-versed in Sketch and Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, etc.) Photography and photo retouching a big plus.
- Thrive when working in a rapidly growing environment. You're stoked to play a key role in setting the design culture, being the one of the first members of the design team, and helping lay the groundwork for great design for years to come.
- Have a foundational understanding of HTML, CSS, responsive web, and Javascript
- Mastery level design knowledge of UI/UX principles and best practices
- A solid portfolio of product and brand work that can speak to both your UX and visual design skills
- You can articulate constructive feedback and know when to nudge your team to do better
- Superior communication and client management skills. You can articulate the "why" and lead discussions around your process, explorations, and conclusions
- A solid and up to date understanding of best practices, heuristics, developments and trends in web, mobile, iOS and Material design.

### Values

- You're "On it!" There is no task too big or too small
- You arrive with a point of view and seek to leave with new perspectives
- Your to-do list is an organized piece of art
- You possess a collaborative spirit and are constantly learning new skills
- You have a meticulous attention to detail