



## BRAND DESIGNER

*Beginning May 2025*

**Position Overview:** We are seeking a highly motivated and experienced Brand Designer to join our team. The Brand Designer will play a crucial role in leading all brand design, graphic design and web design for our client projects. The Brand Designer will also lead the design for the .eloise. design co brand and sub brands. This position reports directly to Eloise Stewart, the owner, and collaborates closely with the team to execute brand projects. This is not a remote position as the designer needs to work from our office in downtown Opelika, AL.

### **Responsibilities:**

1. Develop comprehensive brands for small businesses across a variety of industries and aesthetics. Brand design includes responsive logo suites, functional color palettes and typography, and other graphic elements such as patterns, illustrations, and icons.
2. Lead design discussions with clients to understand their business and identify creative and effective visual solutions for their goals.
3. Create three distinct and intentional concept directions per client. Present these concepts in meetings.
4. Define and communicate Brand Guidelines for each client to ensure consistency beyond the project.
5. Design print and digital collateral within each brand. Examples include business cards, letterhead, promotional brochures, billboards, signage, apparel, social media posts, digital ads, presentations, email templates, and more.
6. Design responsive, multi-page websites using Wix that are both beautiful and functional.
7. Contribute to strategy discussions within a project from a design perspective.

8. Communicate directly with clients throughout the duration of a project. Present designs for client review and work through any necessary revisions until client approval.
9. Design for the .eloise. design co brand as needed across print, digital, and website needs.

### **Skills Necessary for the Position:**

1. Creative thinking and problem-solving skills, with a keen eye for detail and design
2. Ability to adapt to and design creatively within any brand aesthetic
3. Proven ability to manage multiple projects/responsibilities/clients through organization, time-management, and self-direction
4. A resourceful work ethic and ability to research to find solutions
5. Excellent written and verbal communication skills: Comfortable presenting work and articulating the rationale for specific design decisions to non-creatives

### **Preferred Skills**

1. Illustration
2. UX / UI Design
3. Simple motion graphic animation using AfterEffects
4. Familiarity with SEO

### **Requirements:**

1. Bachelor's degree in Graphic Design or related field
2. At least 2-4 years (beyond internships) of brand design experience - logo design, brand development, and brand implementation
3. A strong portfolio showing real client work
4. Highly proficient and formally trained in Adobe Creative Suite (Illustrator, InDesign, and Photoshop)
5. Familiar to proficient using Wix website design platform
6. Familiar to proficient using Canva and social media platforms

### **Reputation and Personal Brand:**

Brand and reputation are important to us!

We expect this team member to have these qualities and reputation:

- Known as a passionate creative with a love for design and artistic expression
- Known for serving others and having patience with others
- Known for taking initiative and going above and beyond
- Known for being self-motivated and self-disciplined
- Known for professionalism in speech and writing
- Known for taking responsibility for tasks, faults, and victories
- Known for wanting to learn and read to improve self and others
- Known for confident humility
- Known for being punctual and reliable

### **Job Environment & Position Specifics:**

We are a small female team based in downtown Opelika, AL. You will work from the office. This is not a remote position as the designer needs to work from our office with the team and our clients. We do work remotely when weather and specific situations require it. Eloise encourages each team member to grow as a professional and thus is open to flexible hours as long as the work is done on time and well. The key to working in the team is a servant mindset, self-responsibility, and time management. This position is full-time and paid with a salary. Health benefits and retirement are not included at this time (subject to change).

### **How to Apply:**

Eloise Company LLC. is a branding consulting company that focuses on the details (both visually and through words). This means we are very intentional about how we communicate and we appreciate those who put forth effort in all that they do. Please see our LinkedIn page, social media profiles, and website to fully learn about what we do and preach. If you feel your strengths, skills, and passions align with what we do, we would LOVE for you to apply!

- 1-page resume (PDF only)
- Coordinating cover letter page (PDF only) – please share about your design experience specifically with brands and businesses.
- Coordinating reference page with 2-3 references (PDF only)
- Please provide a link or document for your portfolio of work

**What to expect from the interview process:**

1. Apply by emailing Eloise Stewart at [eloise@eloisedesignco.com](mailto:eloise@eloisedesignco.com) by March 24, 2025.
2. We will review each application and contact applicants who are qualified for a 15-minute phone call with Eloise.
3. If the initial phone call is successful, the applicant will be asked to come to the office for an in-person interview with Eloise and the current Brand Designer.
4. Candidates will be asked to complete a short design exercise with a provided brief and present their work to the team via Zoom.
5. If both the applicant and Eloise want to move forward, a shadowing day with Eloise will be scheduled so the applicant can interact with the team in-person.
6. If the shadowing experience is successful for both sides, a job offer will follow.