

Birkenstock USA, LP

Job Opening

Job Title: Digital Designer

Reports to: Senior Graphic Designer

Location: NYC Based (Hybrid)

Salary: \$65,000-\$80,000

JOB DESCRIPTION

Responsibilities:

Looking for a talented Digital Designer to create online content to support our growing digital business. You'll be responsible for producing content that matches the company's brand, aesthetic, and marketing strategy. The ideal candidate should be able to efficiently combine creativity, functionality, and technology to produce eye-catching, informative & on-brand content. In this role, organizational and technical skills are vital, and all candidates must possess proficient knowledge of design software programs.

- Partner with Senior Graphic Designer to create compelling visual assets across all Digital channels: Web, Email, Paid Social & Organic Social
- Image retouching/color correction
- Motion graphic creation and video editing
- Present strategic creative solutions to meet brand objectives and revenue goals.
- Develop digital & mobile first mockups for presenting to senior management and the greater team.
- Collaborate with the Novato Marketing Team and NY Digital Team on all digital projects.
- Comfortable working creatively within site platform design templates.
- Stay current with digital design trends and introduce new ideas to evolve our brands digital platforms.

Qualifications:

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Design or related field; or equivalent combination of education and experience.
- 3-5 years of graphic design with a minimum of 2 years focused on digital design.
- Solid knowledge of design software programs such as Photoshop, InDesign, Illustrator, PremierePro, After Effects & Acrobat.
- Working Knowledge of Figma
- Demonstrated understanding of photo layout and typography with an elevated aesthetic

- Discerning eye for photo editing, cropping and composition.
- Good strategic, conceptual skills and a solid knowledge of the digital landscape.
- Ability to clearly present design ideas and concepts for campaigns and projects.
- Self-motivated, proactive and solution oriented with the ability to thrive in a fast-paced environment.
- A team player with exceptional organizational skills.

If interested, please email cover letter and resume to Human Resources at mhoessl@birkenstockusa.com

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.