central states marketing

EXPERIENCED GRAPHIC DESIGNER

Job Description

We are seeking an experienced Senior Graphic Designer to support and grow our creative department. In this position, you will lead concept development and execution across print and digital platforms, with strong emphasis on web design and user experience. You will help elevate our creative output while supporting strategic marketing and communications initiatives that strengthen our reputation for marketing and client excellence. We're looking for a passionate, resourceful, highly creative designer who thrives in a collaborative team environment and is comfortable balancing big-picture thinking with production-level detail.

Job Duties

- Lead creative concept development for print and digital campaigns
- Design and execute responsive website layouts, landing pages, and digital experiences
- Create print, online, and multi-channel collateral pieces
- Collaborate with developers to ensure design integrity during build
- Ensure brand consistency across all touchpoints
- Mentor junior designers and contribute to creative process improvements
- Work closely with our creative team and project managers to ensure clean workflow of projects through discovery, design, development, final approval and delivery

Knowledge, Skills, Abilities

- Strong understanding of web design principles, usability, and user experience
- Familiarity with AI-assisted design tools and ability to leverage them responsibly to enhance workflow and efficiency
- Strong organizational skills that reflect ability to perform and prioritize tasks
- Outstanding attention to detail, excellent written and verbal communication skills
- Mature, responsible and self-motivated with a strong work ethic
- Maintain positive attitude when dealing with all team members and clients

Minimum Requirements/Qualifications

- Bachelor's degree in graphic design, fine arts, communications, or related field
- 5+ years of professional design experience, with strong digital and web portfolio
- Proven experience designing for web (UX/UI, responsive layouts, accessibility)
- Proficient with Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat)
- Experience with Figma, XD or similar UI/UX Tools

No applicant will be considered without samples of work.

The starting salary for this role is $50,000 annually; however, the final compensation will be determined based on the candidate's experience, skills, and qualifications. Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. We are an equal-opportunity employer committed to an inclusive workplace. We encourage anyone interested to apply and do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.