



Brand and Website Designer

Job Description

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Central States Marketing is looking for an organized, detailed, and driven individual who is passionate about marketing and helping clients grow. You'll be joining a company considered one of Central Illinois' most innovative leaders in marketing.

This is a full-time role for a Graphic Designer that will focus on Branding and Website Design at CSM. You will be responsible for creating and maintaining visually appealing brand identities and designing user-friendly websites that align with our clients' marketing objectives. You will collaborate with cross-functional teams to gather requirements, research and deliver high-quality designs within specified timelines. We're looking for a passionate, resourceful, adaptive, highly creative, and intelligent designer who is ready to work and learn in a collaborative team environment.

Job Duties

- Design of websites including create website wireframes, mockups, and prototypes to effectively communicate interaction and design ideas that enhance the user experience.
- Create compelling visual assets, including logos, icons, infographics, color schemes and other graphic elements that align with brand identity and enhance usability.
- Design marketing materials such as brochures, posters, presentations, and advertisements.
- Produce high-quality digital and print designs that resonate with our target audience.
- Ensure brand consistency across all touchpoints, including digital platforms, marketing materials, and internal communications.

Minimum Requirements/Qualifications

- Bachelor's degree (preferably in fine arts, graphic design or communications)
- 5+ years of experience in graphic communications and digital design
- Proficient with FIGMA, Adobe Photoshop, Illustrator, InDesign and Acrobat. Familiarity with prototyping tools.

Knowledge, Skills, Abilities

- Proven experience in brand identity design, website design, and user experience (UX) design
- Excellent communication and collaboration skills to effectively work with clients and cross-functional teams
- Strong organizational skills that reflect ability to perform and prioritize tasks
- Outstanding attention to detail and ability to multitask in a fast-paced environment
- Highly resourceful team player with the ability to also be extremely effective independently
- Mature, responsible and self-motivated with a strong work ethic
- Maintain positive attitude when dealing with all team members and clients

No applicant will be considered without samples of work.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does 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.