

CWD is looking for a **Graphic Designer** to join the Design Team and lead the creation of visual content for our exciting consumer electronics products. This role requires a mastery of visual design and a jack-of-all trades design toolbelt to create a visually engaging customer experience. We are looking for a passionate, energetic and driven team member who can collaborate with our Marketing and Research and Development Teams to bring strategic design ideas to life. You will work to shape the visual identity for **the Fluance, Electrohome, Nyrius and Magnasonic** brands.

If you're ready for the opportunity to strive for excellence on a daily basis, introduce yourself with your **portfolio**.

### **Graphic Designer**

- Location: Niagara Falls, ON
- Working Hours: Monday – Friday, 8:15 am-5:00 pm on site
- Benefits: Full comprehensive (dental, medical and eye) 80/20 split-Family coverage
- Other perks: annual professional development fund, RRSP, fitness incentives, relocation expense, 50% off on CWD brands, team events & many more
- Company website: [www.cwdlimited.com](http://www.cwdlimited.com)

### **About Us**

CWD designs, markets & sells highest performance consumer electronics that are smart, simple and stylish. From high fidelity turntables to wireless video connectivity systems, we create innovative products that empower people. Our success is measured in our customer satisfaction ratings and cult-like following. We have been in business since 1961 and our creations can be found in millions of homes. Together in teams, as a company, as a community, we are committed to Creating What's Different.

### **Key Results Area**

#### **Web Design (60%)**

Leading the front-end design for four e-commerce websites:

- Overall website design and layout (HTML/CSS coding)
- Landing pages, email marketing templates
- Website banner creation, social media assets and other digital marketing materials
- UX/UI web page optimization for mobile and desktop
- Update brand and product website content in CMS

## **Multi-media Design (30%)**

Managing multiple projects from concept through completion:

- Creating and editing product photos including lifestyle imagery
- Design product manual and quick start guide layout
- Project mock-ups and concepts based on project scope
- Creation of graphics such as infographics, illustrations, icons and logos
- 2D animation
- Motion graphics & visual effects
- Print marketing materials
- Photography, video production and 3D product design (experience is an asset)

## **Task/Project Coordination (10%)**

- Lead responsibility for revisions, approvals and information accuracy
- Effective time management/planning/execution on independent task/projects
- Able to meet deadlines while maintaining a weekly/monthly schedule for design assets
- Coordinate and communicate with involved team members and 3<sup>rd</sup> parties on projects.

## **Other**

- Understand product key selling features and visually communicate the benefits of those features to customers in impactful way
- Follow strict brand guidelines
- Maintain knowledge of current graphic design trends, methods and web technology
- Other creative tasks and/or duties as required

## **Qualifications:**

- College/University Degree in Multi-media and or Graphic Design
- 5+ years production experience in graphic design
- Direct experience working with consumer products and web design
- Expert in using Adobe Creative Suite particularly Photoshop, InDesign and Illustrator
- Strong understanding of design theory (color, composition & typography) and user experience principles
- Superior skills & talent for designing website creative graphics
- Well organized, detail oriented, with the ability to handle multiple projects

If the above interests you, then apply to join a fast paced, creative and energetic team at [www.cwdlimited.com/newcareers](http://www.cwdlimited.com/newcareers).