GRAPHIC AND MULTIMEDIA DESIGNER

WHY WORK WITH EDULOG?

As an employee at EDULOG you will have the opportunity to gain invaluable experience in the software industry while helping improve the student transportation system through our leading-edge technology nationally and internationally. EDULOG is a great company to expand on your existing knowledge and provides you with opportunities to grow professionally and move interdepartmentally as your skills develop. EDULOG is a collaborative and creative atmosphere where employee ideas are encouraged and appreciated.

SUMMARY & OBJECTIVE

EDULOG is looking for a creative graphic designer to design solutions for our multimedia needs. You will work on a variety of products, including: web graphics, product sheets, corporate identity, PowerPoints, brochures, PDFs, logos, icons and various trade show materials from banners to folders. The Graphic Designer will work predominantly within the Marketing Department but, will also fulfill the needs of administration and sales to create cohesive, compelling visuals across departments. Your primary focus will be to create and apply a consistent brand image for use in a wide array of marketing and presentation materials. This will include the standardization of color schema, fonts, iconography, and the "feel" of our media from the website to our postcards.

DUTIES & RESPONSIBILITIES

- Create and design media aimed at our clients and products. This includes postcards, folders, icons and images for the website as well as various promotional materials.
- You will create images and layouts, and provide input for design on marketing campaigns, social media images and PowerPoints.
- As a marketing team we will be creating video and animated content for use on our digital media outlets, your ability to assist with this process and provide input will be valued.
- You'll work closely with the marketing team as they develop copy and provide direction for the message of any given project.
- The fun stuff: You'll get to design and flex your creative muscles on a daily basis. You'll make decisions and have an impact on the look and feel of our wide-ranging marketing campaigns.

   Additionally, candidates should have basic familiarity with the following:

- Basic theories and techniques: color theory, web design, CMYK and RGB, basic typography and best practices for modern designers.
- Absolutely must have proficiency in creating visual assets using Adobe Creative Suite. If you prefer Illustrator to Photoshop that is fine, but you must be capable and able to produce through whichever combination of Adobe CC products you use (experience with Adobe Dreamweaver is a bonus).

Smarter Transportation.

- Video and Animation experience are a benefit to any candidate.
- Working productively with a project lead to meet deadlines.

SKILLS & QUALIFICATIONS

- You will need to be able to ask questions but also be able to creatively solve problems independently.
- You will need to be able to manage and adhere to project schedules to meet deadlines as part of a team.
- You will need to be able to communicate effectively and keep your team informed of your progress or setbacks when applicable.
- You'll want to have an interested attitude and the ability to perform self-guided research as needed.

TO APPLY: Please visit our website at https:// www.edulo g.com /em plo yment/ to fill out an application and submit a cover letter and resume.