

Graphic Designer

About Company

Marine Thinking is a young, agile, dynamic team in the artificial intelligence (AI) and Robotic technologies industry. We partner with businesses across Atlantic Canada and West Coast marine industries, advancing and improving processing factories' workflow, work efficiency, and driving higher production efficiency. Our technology at Marine Thinking aims to protect the environment and strengthen the sustainable development of the marine industry.

We are looking for a motivated, energetic and talented Graphic Designer to join our rapid-growing team.

Roles and responsibilities:

In the role of a Graphic Designer, the successful candidate will:

- Work closely with teams to execute and manage all design projects and support branded advertising campaigns, events such as tradeshow, and all digital and print collateral.
- Support all departments with the creation of presentations, templates and other supporting visual communication tools as directed.
- Assess characteristics of products or services to be promoted and prepare the marketing materials by taking the image and video materials.
- Design, update and maintain the company's website and social media page with deliverable material that helps tell the organization's story, and connect what our products can do with what truly matters to our clients.
- Design products promotion material, including printing material and digital materials, and edit pictures and videos to present them as market ready-to-use.
- Create unique brand identities, including logos, color palettes, typography, icons, and illustrations. Often working from only a name and rudimentary sales deck.
- Create illustrations to support brand identities and design systems
- Work with the development team on the delivery of mock designs for the software platform
- Work with sales team to enhance and maintain e-commerce website in excellent visual work.
- Creates and maintains all branded print and digital internal/external documents and templates (i.e., manuals, forms, infographics, email templates, presentation decks, and print and digital media such as ads, social media graphic IDs, visual assets, etc.)
- Assess and provide recommendations and solutions to improve our digital platform, offering guidance in best practices around new technologies and methodologies.

Qualifications and Education Requirements

To be successful in this role, you will need:

- Graphic Design related degree preferred or at least 5 years equivalent experience in a related field. UI/UX design experiences is a plus.
- Strong portfolio with professional work examples that demonstrate solid graphic design and production experience across digital, mobile and print platforms.
- Comfortable working in ambiguous, high-pressure, fast-paced situations, flexible with changing direction and prioritization, and proficient at managing multiple projects simultaneously.
- Excellent problem-solving skills to deal with unexpected or urgent issues on market content, constructional thinking is also a key to designing and maintaining the website content.
- Can approach projects with a “big picture” mindset and meticulous attention to detail.
- Proficiency and expertise across design software including but not limited to the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premier and After Effects).
- Ability to think “outside of the box” and offer innovative, creative solutions.
- Proficiency with image and video editing software like Ai, PS, Final Cut, etc.
- Possesses a responsible, self-motivated, and driven work ethic with strong interpersonal skills.
- Superior organizational and time management skills.
- Team player with an enthusiastic and positive attitude.
- Self-starter, responsible, reliable - demonstrate the ability to manage and complete tasks in an effective and efficient manner.

If you are incredibly proud of your experience and skills in the role of Graphic Designer and believe in always owning what you ship; If you are enthusiastic about taking a new challenge, come and join our highly-skilled and growing team! Please send your resume and PDF portfolio with 10 items of work examples - #1 Website example #2 Social media example #3 A print example to hr@marinethinking.com.

We thank all applicants for their interest, but only those selected for an interview will be contacted.