



Gardner Publications, Inc., an 80-year-old B-to-B publishing group, has a job opening for an experienced, passionate, and talented digital media designer. Working with top-tier B-to-B brands, holding both vertical and horizontal market positions, your role will be to support and design digital projects for multiple brands and departments. This position focuses primarily on design, UI and the user-experience. Your love for design is undoubtedly supported with your passion for code.

The seat is inside our Creative Services department. This role would bridge with our Web group seamlessly aligning finished projects inside our custom CMS, Listrak, and third party agencies. Specifically, these efforts will be in developing and maintaining the look and feel for public and private Web sites, outbound digital products and internal applications.

DESIGN

You must have strong visual and typographic skills. The Creative Director will provide oversight managing the balance of creative thinking, brand equity, and corporate direction. We greatly appreciate designers who are mindful of brand guidelines, visual hierarchy, color space, and the end-user experience. Our usability demands range from navigating editorial and marketing content to supporting a broad range of advertising devices. You will design some projects on your own but also work with other in-house creatives to develop finished projects. This role will provide support for new and existing products while staying attentive to our market's technical limitations inside digital media's ongoing evolution.

CODE

Execute your designs with clean and beautiful code. The IT director will provide oversight to maintain proper production parameters, code implementation and site management. Ultimately, each digital project will be written with current web standards in mind. Your work will use clean HTML for structure, beautiful CSS for presentation, and peer support through each project's launch. You will need to have a working familiarity with JavaScript frameworks (such as jQuery) but you're not required to develop in this language. You should be experienced in working autonomously on projects, then handing off your work to our diverse team of application developers.

Gardner Publications has a long and stable history within all our markets. We are the primary media outlet for both our readers and advertisers. Our desire is to hire within the greater Cincinnati metro area. If you wish to work on multiple brands managed by an incredibly talented group of passionate designers and developers, then we want to hear from you!

JOB SPECIFICATIONS

- 4-6 years experience in the industry is preferred
- Undergraduate degree in Graphic Design, Interactive Studies, or related field
- Working URLs or an online portfolio demonstrating previous accomplishments is a must

TECHNICAL REQUIREMENTS

- Typography. Need we say more?
- Master skill-set in imaging with Adobe Photoshop
- Fluid in designing with Illustrator and InDesign
- Write concise HTML and beautiful CSS
- JavaScript know-how would be a benefit but not necessary

RESPONSIBILITIES

- Create: design, develop and inform
- Adapt: we're a publisher in a changing media landscape
- Collaborate: provide questions and possible solutions
- Detail: hand-off projects with thorough execution and continued dev. support
- Communicate: e-mail is not the end-all-be-all of conversation
- Personal: get off your a** and speak face-to-face with all the players
- Perfection: doesn't exist; you'll stay constructive and flexible in-and-out of project scope
- Influence: art, fonts, design, the web, blogs, social media, magazines, music, humor, and of course technology
- Drive: willingness to work hard to be the best

CONTACT

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