

## Position: Graphic Design Lead

Our mission requires technically brilliant minds, creatively-charged souls, and a passion for making the financial industry a better place. Our environment is energetic and collaborative with competitive pay and benefits. Plus you get to work on making a real difference in people's lives.

**We are seeking a detail-oriented, whip-smart Graphic Design Lead with 1-5 years of experience.** As part of our small and growing marketing team, you'll push our brand in new and exciting directions, build compelling and engaging customer experiences, and inject beautiful design thinking into all aspects of our business.

What you'll do:

- Contribute to building the Planswell brand universe
- Oversee the design and development of the [Planswell website](#)
- Design, build, deploy and *optimize* digital properties, including landing pages, on our current website
- Manage the design and deployment of our publishing/blogging platform
- Design beautiful and compelling offline brand experiences like a customer welcome package and company-branded promotional products
- Oversee production of digital ad creative
- Manage our illustration resources (external)

What you have:

- Bulletproof design principles: From typography and layout to colours and hierarchy, you have a detail-oriented foundation that applies to everything you do as a designer
- Demonstrable front-end development skills: While most of the grunt work building our digital properties will be done externally, you should be very comfortable tweaking and adjusting the HTML/CSS across our properties so they appear just-so
- Solid teamwork and interpersonal skills: You're as collaborative as we are and thrive working in tight-knit, multi-disciplinary teams
- A stellar portfolio that highlights multidisciplinary skills in a variety of mediums: You're a design swiss army knife looking to grow a wide scope of skills. Branding, UX/UI, web design, marketing materials; no matter what you've got it covered
- Good verbal and written communication skills: You know how to clearly discuss your ideas and thinking process to teammates and the company at large
- User-centric problem solving: You know how to put yourself in a user's shoes and develop features that create the smoothest, most satisfying solutions to any problem you're presented with
- Proficiency in Adobe creative suite, Wordpress/Webflow, Sketch, InVision
- A passion for helping people understand their finances :)

What you might have:

- A flair for writing fun and engaging copy
- Experience working with marketing teams
- Experience creating assets for conversion-oriented properties
- Motion design and production

What we have:

- Competitive salary and compensation structure, including options
- Beautiful, open-concept working environment conveniently situated in downtown Toronto
- Generous group benefits package
- Company events
- Frequent office lunches

Please send a cover letter and resumé including your portfolio to [careers@planswell.com](mailto:careers@planswell.com) with subject line “Graphic Design Lead - {YOUR NAME}”.