



Research Laboratories, Inc.

GRAPHIC DESIGNER

McBride Research Labs is one of the hair care industry's most innovative developers and providers of multicultural hair care products. Our successful *Design Essentials* brands are marketed and sold throughout the United States, Canada, South Africa and the Caribbean, and our reach is expanding. Salons and stylist rely daily on the Design Essentials brand products and services to meet the needs of the hair care industry.

Job Description

As the Graphic Designer for McBride Research Labs, you will be the “go-to” person for all our graphics and design needs for each of our business lines and will spearhead our creative strategies and overall design vision. Reporting into Marketing (with support of sales, education and international initiatives), this role provides great visibility and creative flexibility. You will be responsible for all of our advertising, marketing collateral, packaging (existing and new brands), web asset design, and other design and creative requirements.

- Designing, managing and continually providing key communication for all brand initiatives, including advertising, retailer and promotional support, internal initiatives and event support
- Managing all communication for brand websites and online partners, including some content management.
- Designing graphics for current and future products lines
- Creating graphics for corporate and marketing collateral
- Retouch model images to prepare for integration into advertising, collateral production
- Designing brand specific creative such as banners, landing pages, product demos, etc.
- Enhancing and managing our product and corporate branding
- Managing all production requests, including packaging/labeling, digital mock-ups, collateral updates
- Managing customization of materials based on international needs
- Ad hoc creative requests

Qualifications:

- Degreed, BA or BFA in Graphic Design or similar discipline plus 3 to 5+ years' experience in designing Brand Identity and Packaging / Consumer Packaged Goods is strongly preferred
- Strong knowledge and background in graphic design for beauty brands experience preferred
- Current portfolio demonstrating clear design expertise (strategy and execution)
- Experience developing design that meet business objectives and differentiate our brands
- Experience creating digital mock-ups for packaging and new brand concepts
- Proficient with latest design software, including proficiency in retouching
- Experienced in implementing designs in HTML and advanced CSS
- Positive, flexible and proactive attitude
- Manage relationships with partners and external consultants
- Very strong communication and presentation skills and technically savvy

Characteristics important for this role

- Self-starter who is proactive and takes initiative. Works independently, drive decision making and excellent at offering solutions to potential problems.
- Comfortable as a high level thinker who can also “roll up their sleeves” to get the job done. Has a “let's make it happen” attitude”.
- Flexible – able to manage through swift transitions and changes.

To apply: send resumes to resumes@mcbrideresearchlabs.com