Graphic Designer – Product Design, Marketing & Packaging

Pura Vida Talk | Children's Educational Products

About Pura Vida Talk
Pura Vida Talk makes learning Spanish fun, interactive, and culturally enriching for children. Our mission is to help young learners develop language skills while connecting with the richness of Hispanic cultures. After publishing our bilingual activity book, *Hispanic Adventures*, we are expanding into engaging educational products that combine learning, creativity, and play to inspire the next generation of Spanish speakers.

Position Overview
The ideal candidate understands that great product design goes beyond aesthetics. It requires understanding the target audience, consumer preferences, market trends, and what makes a product stand out.

Pura Vida Talk already has initial product concepts in development. The designer will work from these existing references to refine the visual presentation, develop professional mockups, and enhance packaging.

Key Responsibilities

- Develop professional product mockups based on existing concepts and products references.
- Refine product designs and packaging to improve visual appeal and functionality.
- Apply marketing principles to product development, considering the target audience, product positioning, consumer preferences, and competitive marketplace.
- Create designs for educational games, flashcards, activity books, learning kits, and other Spanish-learning products.
- Develop cohesive visual identities across product lines, ensuring consistency, quality, and brand recognition.
- Incorporate subtle Latin-inspired colors, patterns, and cultural details in a modern, thoughtful, and approachable way.
- Ensure products communicate their educational value clearly and appeal to children, parents, and educators.
- Collaborate with the Pura Vida Talk team to transform existing ideas into polished products ready for presentation, and marketing.

Qualifications

- Portfolio demonstrating graphic design, packaging, branding, product mockups, or marketing materials.
- Understanding of marketing principles, consumer behavior, and visual communication.
- Strong aesthetic judgment and the ability to balance clean, sophisticated design with a fun, engaging, child-friendly look.
- Proficiency in Adobe Illustrator, Photoshop, InDesign, or comparable professional design tools.

The Ideal Candidate

You are a designer who thinks like a marketer. You understand how to balance creativity with commercial appeal, creating products that look beautiful, communicate their value clearly, and resonate with the intended audience.

You have a strong eye for detail, understand what appeals to children and their parents, and can elevate existing concepts into professional products. You appreciate thoughtful packaging and modern design, with the ability to incorporate a subtle Latin influence in a fresh and tasteful way.

Help us turn existing prototypes into beautifully designed products that inspire the next generation of Spanish learners!