

Cornett

JOB DESCRIPTION | Graphic Designer

The **Graphic Designer** is a position in the creative department. Responsibilities include managing graphic design tasks, refining projects and drafts, and generating creative ideas. This role typically will work under the direction of an Art Director or Creative Director but may work directly with account services or outside contractors on occasion.

WHAT WILL YOU DO?

- Provide design and illustration (digital and/or traditional) from conception to completion as required
- Work with art director/copywriter teams to create concepts and complete assigned projects and campaigns
- Assist account teams with presentations for creative and new business pitches
- Work with teams in planning and executing photoshoots and video—helping build storyboards, shotlists, production materials
- Work with independent contractors as required per assignment, under supervision of designated Art Director/Senior Art Director/Creative Director, and in conjunction with production manager to meet assigned deadlines
- Maintain high skill levels in software programs + AI tools required to perform assigned job function
- Assist in archiving and maintaining digital files, project hard copies, photography, illustrations, logo art, typestyles, historical collateral samples, etc., of client materials and resources
- Maintain communication with the art or creative director on status of assignments
- Notify designated purchasing personnel or Creative Director when hardware/software requires updating or servicing
- Maintain internal digital file backups for in-progress jobs; upload completed project files to agency archive system

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- Maintain reasonable inventory of necessary supplies for fulfillment of design responsibilities

WHAT SHOULD YOU HAVE?

- 3+ years of experience in a similar agency role
- BA/BFA in graphic design or equivalent experience
- Experience in web design is a plus
- Knowledge of web trends, and user experiences
- Knowledge of production processes, with experience using digital illustration and layout software including: Photoshop, Illustrator, and InDesign, Keynote and Microsoft Office
- Reasonable drawing skills
- Knowledge of printing processes and specification; paper specification; ink specification; familiarity with type styles, type design and type specification; stock photography; computer retouching and image manipulation; art direction of original photography
- Possess the ability to multi-task and manage a large number of concurrent tasks and projects
- Ability to see projects from beginning to end
- Have excellent communication skills and be comfortable in a fast-paced environment
- Positive attitude to inspire
- Understanding of strategy and how creative work can impact goals
- A passion for creativity and design
- A desire for excellence and a passion to succeed in a fast moving and every-evolving environment where everyone is expected to be hands-on

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WHAT DO YOU GET?

- 401k
- Health Insurance (PPO & HSA Options)
- Dental and Vision Insurance
- 15 days of PTO a year
- Free Parking
- Salary based on experience

ABOUT CORNETT

A 4-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 6 years running.

We're a collective of fun-loving, intelligent, imaginative, driven and sometimes rowdy weirdos. Like any good Kentuckian, we're genuine and hospitable. We don't like big egos. We're open-minded. We play nice. We share. We're fostering a culture centered on inclusiveness, where all of our people can show up every day and be 100% themselves and feel 100% comfortable, celebrated and respected for the perspective they bring to CORNETT.

Our goal is to be an agency where any brand can come to us, with any audience and any challenge, and we're able to deliver and connect culturally beyond their wildest expectations.

ABOUT LEXINGTON

If you've been to Lexington, you love it. If you haven't been, you will. A beautiful, culturally rich place full of good people. For a mid-sized city, we have an oversized but tight-knit creative community that permeates everything—food, art, bourbon, music, industry. A little bit Southern, a little bit Midwest, making for a vibe that's unique but the best of everything.

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We're surrounded by rolling hills and gorgeous horse farms, with a thriving, bustling and constantly evolving downtown. Within a short drive, you can see where the Bluegrass kisses the Appalachian Mountains. You can chase waterfalls. You can hike into absolute seclusion. And you can explore the Red River Gorge, one of the best-kept geological wonders in America.

Not to mention, the cost-of-living makes you feel like you're getting away with something.

Like we said, there's a lot to love about our big little city.

WHO IS IN CHARGE HERE?

Position reports to the designated Creative Director and Art Director.