



Sr Designer, Brand and Creative

Reports to: Sr. Brand and Communications Manager

Department: Marketing

Classification: Exempt

Updated: 01.22.26

Direct Report: 1 (Jr Graphic Designer)

King Technology is seeking a Sr Designer, Brand and Creative who excels at both packaging design and integrated campaign development. You'll split your time between creating breakthrough packaging that stops consumers mid-aisle and developing compelling digital and print campaigns that drive engagement across every customer touchpoint.

In a regulated environment where precision meets creativity, you'll bring bold brand solutions to life—from conceiving product labels that balance shelf appeal with compliance to designing email campaigns, social content, web graphics, and point-of-purchase materials that resonate with our audiences. This is hands-on, versatile design leadership role: you'll be in press checks ensuring packaging perfection, creating digital assets that perform, directing photoshoots, and managing design talent.

You'll be equally comfortable designing to a die-line as you are building an email template or integrated campaign. You'll leverage mastery of Adobe Creative Suite and cutting-edge AI tools, staying current on trends in both packaging innovation and digital best practices. You'll see your work come to life everywhere—on shelf, on screen, and in customers' hands.

Responsibilities

Packaging & Product Design

- Lead packaging and product label design from ideation through final production, making critical decisions on substrates, color palettes, and print processes that balance shelf impact with regulatory compliance
- Navigate the complexities of regulated labeling (e.g. EPA, FDA or similar) while maintaining design integrity and brand differentiation
- Attend press checks and approve packaging production, serving as the quality gatekeeper for final output
- Collaborate closely with packaging vendors to ensure quality, consistency and accuracy of printed product materials

Digital & Campaign Creative

- Design and produce digital assets for website, email campaigns, social media, and digital advertising that drive engagement, conversions and support business objectives
- Develop email templates and landing pages that align with campaign strategy, brand standards and performance goals
- Develop brand extensions and logo marks for new products, sub-brands, and line extensions that maintain brand equity while differentiating in market
- Execute integrated print and digital campaigns across multiple touchpoints including collateral, point-of-sale, advertising, trade show, and retail environments
- Adapt packaging and brand creative seamlessly across physical and digital channels
- Translate creative briefs into strategic, bold design solutions that differentiate our brands in competitive, regulated markets

Production & Vendor Management

- Partner closely with external creative partners, photographers, videographers and vendors to execute high quality work
- Direct photo and video shoots—leading creative execution on set and ensuring every frame advances the brand story
- Present creative concepts to leadership with confidence, clarity and strategic rationale
- Maintain rigorous attention to brand standards across all channels while knowing when to push creative boundaries

Strategic Collaboration & Leadership

- Represent the creative function in cross-functional meetings, providing project updates and ensuring alignment across teams
- Support creative strategy in partnership with the Strategic Communications Manager, executing integrated campaigns that move the business forward
- Manage and develop the Junior Graphic Designer through coaching, feedback, and hands-on collaboration
- Champion innovation by exploring and recommending new creative formats, AI tools, workflows, and technologies
- Assess creative effectiveness across packaging and digital channels, using insights and performance feedback to inform continuous improvement
- Apply and evolve brand guidelines to keep our visual identity consistent, fresh, and relevant
- Other duties as assigned

Qualifications and Requirements

- 5-7+ years graphic design experience with demonstrated expertise in both packaging design and digital/integrated campaign creative
- An exceptional portfolio showcasing:
 - CPG product label and packaging design in regulated environments
 - 360 integrated campaigns across digital and print, including email design, web graphics, and digital advertising
- Deep knowledge of packaging production including dielines, print processes, substrates, finishing techniques, regulatory labeling requirements
- Mastery of Adobe Creative Suite (InDesign, Photoshop, Illustrator) and experience with digital design tools (Figma, After Effects, or similar)
- Proven experience directing photoshoots, including planning, styling, and on-set leadership
- Press check expertise and strong vendor management experience across both print and digital production
- Proven people management experience with demonstrated ability to develop junior talent
- Bachelor's degree in Graphic Design or equivalent experience

Valued Additional Experience

- Video editing skills and comfort creating short-form video content for social and digital channels
- 3D mockup and rendering proficiency
- Experience in pool/spa, chemical, or similar regulated CPG industries
- Motion graphics and animation skills

Our Culture

King Technology is a people-first company where creativity thrives alongside respect for faith, family, and work-life balance. We believe the best design work happens when people feel valued as whole individuals.

Our values shape how we work:

- We **Reflect Integrity** in every client interaction, design decision, and team conversation
- We **Sparkle with Excellence**, holding ourselves to high creative standards while continuously learning and improving
- We **Create Good Chemistry with People** through trust, collaboration, and genuine support for each other's growth
- We're **Ruled by the Golden Rule**, treating colleagues, vendors, and stakeholders with fairness and respect
- We're **Immersed in Courage**, empowering bold creative ideas and direct, thoughtful communication

You'll join a collaborative team that celebrates creative excellence, invests in professional development, and believes your life outside work matters just as much as what you create within it.