



Graphic Designer @ Growing SaaS Marketing Firm

Job Description

Exit Intelligence is a small, up-and coming marketing Software as a Service company, nestled inside a beautiful co-working space in Downtown Raleigh. We create user experience campaigns for our clients, focused on turning bouncing website visitors into buyers, helping top internet retailers effectively monetize their web traffic. If you have any interest in start-ups, e-commerce or digital marketing, this is an incredibly unique opportunity to join our fun, high-capacity team on the verge of rapid expansion.

Responsibilities

You Will:

- Work as part of a small, dedicated team to help guide creative direction of our client's campaigns. From the ground-up, you will create new campaign ideas, strategies, prototypes, and ways forward for working with our developers to make creative designs a reality.
- Create visually striking graphics that persuade, guide, and encourage a positive user interface experience.
- Be expected to write persuasive copy that will compel visitor interaction and conversion.
- Manage design projects, both on an individual and a team level.
- Use our proprietary internal campaign management software, while also constantly improving the UI/UX.
- Manage overall experience of Exit Intelligence technology on the client's site, taking into consideration the user journey on the client's site through conversion funnel.
- Help drive new product development through design and collaboration with the Product Manager.
- Assist Marketing and Sales team in creating in-house marketing materials.

Qualifications

You Can:

- Expertly create using Adobe XD and Adobe Photoshop (Sketch is acceptable alternative to XD)
- Conceptualize visually striking digital graphics, focusing on website overlays and innovative best design practices for our clients using their brand voice and style;
- Deliver behavioral-experience graphics through motion graphic and GIF animation format
- Provide technical solutions for responsive design across all digital mediums
- Think analytically and solve usability challenges with simple to understand, yet expertly styled graphics
- Use a keen eye for intuitive design, color, and layout with a strong knowledge of typography
- Be familiar with designs in CSS & HTML, however definitely not required
- Utilize strong written and verbal communication skills, organizing designs to effectively communicate ideas.
- Thrive in a fast-paced, collaborative, high-pressure environment whilst tracking multiple ongoing projects
- Give a strong attention to detail (a must for us!)
- Work as part of a small, close-knit team, and be able to have thrive in the midst of hard work!
- Enjoy Pizza, or its vegan counterpart

To Apply

Please email Matt@ExitIntel.com with your resume, a link to your portfolio, and a quick intro as to why you would be a good candidate for this role.