

Graphic Designer Position Description

Keiser is never satisfied with the status quo and strives to push the limits of fitness science. By beginning the design process with the human body in mind rather than the limits of current technology, Keiser develops science-backed solutions that break the accepted rules of the industry.

We are searching for a seasoned Graphic Designer to develop communications that inform, inspire and engage our users across digital and non-digital formats.

The successful candidate will combine an artistic eye and a performance mindset to create communications pieces that are visually stimulating and highly effective. You will have the technical proficiency to design digital and non-digital assets that conform to media specifications for online and offline vehicles. With your understanding of HTML, CSS, mobile-responsive design, dynamic ad units, and basic search engine optimization concepts you will be able to design user-friendly emails, landing pages, and online display/social media ads. Your experience allows you to seamlessly transition between digital and non-digital design to layout and design corporate and advertising communications such as posters, brochures, promotional products, flyers, and signs.

Graphic Designer Responsibilities

- Layout and design various materials for print and digital collateral
- Establish creative direction for advertising and marketing communications
- Align the end-user needs with the strategic goal of each design and bring the voice of the end-user to planning and design discussions
- Coordinate with outside agencies, content services, designers, printers, and colleagues as necessary
- Maintain and evolve the company brand guidelines
- Keep an organized asset library to bring efficiency to the design process
- Ensure projects are completed with high quality and on schedule
- Be a source of the latest design standards and specifications across digital and non-digital mediums
- Prioritize and manage multiple projects within design specifications and budget restrictions
- Deconstruct complex topics with engaging design
- Manage, maintain, and update all company marketing collateral

Graphic Designer Requirements

- Position is at Keiser Headquarters in Fresno, California
- Proficiency in a range of graphic design software such as Adobe's Creative Suite (XD, Photoshop, Illustrator, InDesign, etc.), Sketch, or InVision
- 3-5 Years graphic design experience across digital and non-digital mediums
- Bachelor's degree in graphic arts, design, communications, or related field
- A strong eye for visual composition
- Knowledge of layouts, graphic fundamentals, typography, print, and the web
- Familiarity with HTML and CSS
- Ability to layout and design search-engine friendly and mobile-first digital assets
- Analytical skills and a strong desire to understand the performance results of your designs
- Professional attitude and ability to objectively receive feedback
- Passionate about visual storytelling
- Excellent eye for detail ensuring the accuracy, consistency, and quality control of design assets

About the Company

A TOTAL SOLUTION FOR EVERY BODY. It has been proven that KEISER improves performance quicker, safer, and more efficiently in people of every age and fitness level. Keiser is best known for its work in elite level performance. At this level, it takes the very best equipment and programming to achieve measurable results. This is where our Dynamic Variable Resistance really pays off.

What you may not know is that Keiser has been the equipment of choice for enhancing older adult performance since 1990. As diverse as these two groups seem, they are very similar in need. Only Keiser builds functional strength and neuromuscular control at the speed of the game or the speed of life. At the elite level, it's about staying in the game, winning, and breaking records. To the older adult, it's also about staying in the game, getting the most out of life, and doing the things you love to do. Both appreciate the importance of a pain-free range of motion and the risk and seriousness of an injury.

Keiser has earned its reputation at both ends of the spectrum for one reason only: RESULTS. Results that prove Keiser is truly for every body.

Application Instructions

To APPLY, please submit your resume and cover letter (PDF preferred) at <https://www.keiser.com/about-us/careers>

Keiser Corporation provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Keiser Corporation complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.