



Human Resources
411 Farwell Avenue
South Saint Paul, MN 55075
651-552-5253
hr@sportsmansguide.com

Digital Designer

We have a fantastic opportunity for a Digital Designer within our Creative department. In this role you will be responsible for delivering effective, aesthetic, on-brand, and on-strategy creative for websites, web pages, product graphics, email promotional creative, email templates, social media graphics, and banner ads. The Digital Designer reports to the Sr Designer and works closely with the Director of Creative Services, Director of E-Commerce and Web Operations, and Project Managers. Other responsibilities include:

- Create effective, strategic and well-designed emails, web banners, web pages and social media graphics
- Manage and produce digital design projects, including banner sizing and versioning.
- Prepare technically sound digital files for the web
- Work with e-commerce team and internal developers to ensure aesthetics are aligned with usability, accessibility, and web standards.
- Experience designing for Responsive.
- Ensure consistency of brand and creative across digital customer touch points
- Contribute to special projects logo/artwork requests.
- Assist other Designers as needed.

Minimum Education, Experience and Knowledge:

- Bachelor's degree or equivalent experience in advertising, graphic design or related field.
- 2+ years design experience, preferably at a digital agency or in-house Web team
- Experience in web marketing/web design with a strong knowledge of HTML, Photoshop, FTP, web design and development principles
- Experience designing e-commerce websites or advertising
- Strong work ethic, personal accountability, highly motivated and detail oriented.
- Must be able to take constructive criticism and learn/grow from it
- Strong portfolio of design work, showing solution to business problems through effective design
- Must be highly proficient in Adobe Illustrator and Photoshop InDesign CS programs on Mac-based platform.
- Ability to work under strict deadlines.

The Sportsman's Guide offers an excellent compensation/benefits package; including medical, dental, 401(k) and fantastic merchandise discounts. Please email your resume along with salary requirements to hr@sportsmansguide.com.

SPORTSMAN'S GUIDE CORE VALUES Hungry for Growth • Prudent Risk Taker •
Can-Do Resourceful Spirit • Embrace Fun • Respect the Individual • Open to Change