

JOB DESCRIPTION

SENIOR DESIGNER – CREATIVE

LOCATION: ON-SITE INDIANAPOLIS | HYBRID SCHEDULE

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 45 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals. As an employee-owned agency, we believe great work is built by people who are invested in each other's success and the success of our clients. We welcome your interest in joining our talented and dedicated team.

Senior Designer Summary

Hirons is seeking an experienced senior designer to help create compelling visual communications across digital and traditional channels. This role blends strong creative execution with strategic thinking, requiring a designer who can transform ideas into effective, engaging creative solutions.

The ideal candidate brings a strong design portfolio, a passion for visual storytelling and experience developing integrated creative assets that support client business and communications goals. You will collaborate closely with creative, digital, media and account teams to deliver work that is visually compelling, strategically sound and results-driven.

Key Responsibilities

Creative Development, Digital Design and User Experience

- Develop creative concepts and visual solutions that translate client objectives into compelling brand and campaign experiences across digital and traditional channels
- Design and produce high-quality creative assets, including websites, digital advertising, email marketing, social media content, presentations and campaign materials
- Stay current on emerging design trends, technologies and best practices, applying new approaches and innovative thinking to client work
- Understand wireframes, site maps and concepts for designing for digital interfaces such as websites, digital advertising, email and social media
- Create user-centric content layouts, offering strategic suggestions for design
- Assist in creating and editing multimedia content to support digital marketing initiatives including videos, GIFs and animations
- Create and optimize digital visual assets for web performance, accessibility and search visibility

Collaboration and Project Leadership

- Collaborate with internal creative, digital, media and account teams, as well as external partners, vendors and developers, to deliver effective creative solutions from concept through implementation
- Lead select projects and campaigns, coordinating cross-functional contributors to ensure timely, high-quality execution
- Provide guidance and mentorship to junior designers and creative team members.
- Work independently and check in frequently with their supervisor to solve problems and

- update project statuses
- Participate in 1:1 status meetings with direct supervisor

Design Operations

- Maintain organized project files and digital asset libraries
- Develop digital brand guidelines to maintain a consistent image across digital platforms
- Continuously explore emerging design tools and stay up to date with best practice trends to improve the user experience and enhance agency capabilities
- Other projects/responsibilities as assigned

Qualifications

Required

- Bachelor's degree in graphic design, multimedia design, marketing, or a related field
- Minimum three years' experience in graphic design, with an emphasis on digital
- Proficiency in Adobe Creative Cloud, including Photoshop, XD, Illustrator, InDesign, Premiere Pro, After Effects
- Strong portfolio demonstrating excellence across digital and traditional design
- Proven creative design skills including typography and content hierarchy in digital design
- Familiarity with UX/UI design principles and best practices to create UX/UI-focused interfaces for websites, social media, email templates, infographics, ads and videos
- Knowledge of digital marketing platforms and channels, including social media, websites, and email marketing
- Excellent visual, written, and verbal communication skills
- Strong attention to detail and a creative mindset
- Ability to work independently and collaboratively in a fast-paced environment

Preferred

- Experience working in an agency environment
- Proficiency in Figma, Miro and Sketch
- Proficiency in motion graphics and digital animation
- Knowledge of HTML, CSS, JavaScript and web design principles
- Knowledge of WordPress and other content management systems
- Photography, videography or multimedia production experience

Reporting Structure

The senior designer reports to the executive creative director.

Why You'll Love #TeamHirons

At Hirons, we're committed to creating an environment where employees can build meaningful careers and do exceptional work. As a 100% employee-owned agency, every team member has a stake in our collective success and the opportunity to share in the value we create together.

We offer a comprehensive benefits package designed to support your health, financial well-being, professional growth and work-life balance, along with several perks that are uniquely Hirons.

- Health and Wellness
 - Medical, dental, vision and prescription insurance with spouse and dependent coverage available
 - Employer-paid life insurance
 - Health savings accounts (HSA) and flexible spending accounts (FSA)
 - Wellness reimbursement program
- Financial
 - Competitive 401(k) match
 - Employee stock ownership plan (ESOP)
 - Financial planning and retirement savings support
- Time Away and Flexibility
 - Generous paid time off bank, including vacation, sick and personal time
 - Floating holiday time
 - Paid parental leave
 - Hybrid work environment and flexible scheduling options
- Professional Development
 - Professional organization memberships
 - Continuing education and professional development support
 - Mentorship and leadership development opportunities
 - Ongoing training and skill-building resources
- Culture and Workplace Experience
 - 100% employee- and women-owned
 - Employee recognition, rewards and referral programs
 - Anniversary and retirement gifts and bonuses
 - Agency-supported charitable giving and volunteer opportunities
 - Agency swag and merchandise program
 - Frequent staff and department meals
 - Complimentary snacks, coffee and beverages
 - Beautiful, dog-friendly downtown Indianapolis office with free parking onsite
 - Rooftop deck with skyline views
 - Dedicated lactation and wellness room with private restroom access