

Marketing Graphics Designer

As our **Marketing Graphics Designer**, you are responsible for bringing our LEGO licensed product portfolio to life through compelling, on-brand visual storytelling. You create high-quality creative assets that not only meet design specifications but also engage both kids and adult fans alike. In this role, you will develop, organize, and maintain a wide range of creative assets that support sales and marketing initiatives across our global distribution network. You play a key role in shaping the visual identity, marketing positioning, and retail presentation of our products. This role reports to the VP of Product and Marketing and works closely with Copy, Sales, and Product Development teams.

Key Responsibilities:

1. **Content Creation:** Understand each product's unique charm and positioning to best showcase it through visual assets.
2. **Asset Management:** Create and maintain an organized, visual asset library that supports our internal teams, global distribution partners, and external marketing partners.
3. **Catalog Design:** Manage all aspects of the annual digital catalog process, from concept and layout through completion, working collaboratively with all departments.
4. **Sales Presentations and Tradeshow:** Prepare engaging booth design, display statements, presentation materials, pitch decks, and sell sheets to support our sales activities.
5. **Promotional Materials:** You will be responsible for developing a wide array of promotional materials, sell sheets, influencer kit content, and more.
6. **E-commerce:** You will collaborate with the commerce team to apply Amazon visual best practices and deliver high-quality creative assets for product listings, A+ content, and storefronts.
7. **Websites:** Create visually appealing content for Santoki's website.
8. **Social Media:** Dive into the world of LEGO, social platforms, and trends to create content that resonates with the imaginations of our target audience.
9. **Product Photography & Image Editing:** Photograph products using a simple in-house studio setup; retouch, color-correct, and optimize product photography and renders for use across catalogs, e-commerce, sales materials, and digital channels.
10. **Video Editing & Motion Content:** Edit short-form video content for social media, sales presentations, digital advertising, and product storytelling, using existing footage, photography, and UGC.
11. **Quality Control:** Ensure all design materials meet LEGO brand standards, adhere to marketing objectives, and align with the company's vision.

Qualifications:

- Bachelor's degree or equivalent experience in Graphic Design, Visual Communication, or related field.
- Previous experience working with licensing partner or with consumer package goods.
- Proficient in Adobe Creative Suite including, Photoshop, Illustrator, and InDesign.
- Advanced Photoshop skills, including photo retouching and lifestyle image compositing.
- Familiarity with AI-assisted creative tools for image generation, editing, or concept development; ability to apply them responsibly within brand and licensing guidelines.
- Strong understanding of marketing principles and consumer behavior.
- Ability to work independently but also collaborate and effectively communicate with internal team members and external partners.
- Excellent creative and conceptual thinking skills.

- Strong attention to detail, flexibility, and prioritization of workload to meet attainable deadlines.
- Experience editing short-form video content using tools such as Adobe Premiere Pro or similar; light motion graphics experience a plus.
- U.S. Citizen or Permanent Resident (Green Card holder)

Portfolio Requirement: Candidates should submit a portfolio demonstrating graphic design, product or lifestyle image editing/compositing, and examples of short-form video or motion content.

To apply:

Send your resume along with a link to your portfolio.

Location: Auburn Hills, MI – in office preferred, but will consider remote

Salary range \$50,000-\$75,000