



Graphic Designer

Who We Are

Tradeshow Logic is a full-service show management and event solutions company that helps associations create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders. Tradeshow Logic exists to give our clients the courage to make bold decisions and drive strategic change to amplify the value of events. We offer a full suite of services including total event management, insights & data analytics, exhibitor sales & sponsorship, vendor strategy, event operations & logistics, audience acquisition & marketing, and customer care.

Our Culture Code

Tradeshow Logic's culture is driven by a shared passion to be proactive change agents. We are not bound by the way things have always been done; we are driven by how to do them better. Those who join Tradeshow Logic understand, believe in, and value our mission and our culture – and they seek to protect it.

- **Honest & Transparent** – We are a tightly bonded team anchored by passion, empowerment and collaboration. We share ideas, give feedback graciously and accept failure as the cost of innovation.
- **A Group of Over Achievers** – When we go in, we go ALL in. We just can't help ourselves. We always over-deliver. Always.
- **Customer-Centric to the Core** – Our company is nimble and flexible and therefore supremely skilled at accommodating our clients. We give them what they want and help them do the same with their own customers.
- **Our People = Our Strength** – Tradeshow Logic is full of innovative, creative, resourceful thinkers who have a reputation for helping clients imagine and execute new solutions to overcome challenges and grow event success.
- **Remote Office Environment** – We attract such wonderful talent, partially because of the flexibility of our work environment and our commitment to work-life balance. Since everyone works remotely, our employees thrive on being trusted and empowered to make a difference. They appreciate their flexibility and in return give willingly to clients 100% of the time.
- **Diversity & Inclusion** – At Tradeshow Logic, people come first. As an organization, we are committed to equitable inclusion and the value of diverse perspectives and experiences. To encourage and empower our team to perform at the highest level, and

with unwavering commitment to our mission, we foster and promote an accepting and tolerant environment for everyone in the Tradeshow Logic family.

Your Role at Tradeshow Logic – Position Overview

As the **Graphic Designer**, you'll be responsible for taking concepts and ideas and creating visual representations, in both print and electronic media. The ideal candidate will have expert knowledge of current design software and be skilled in every step of the design process, from concept to final deliverable. Collaborating with multiple teams and stakeholders, the graphic designer should be able to take written or spoken ideas and convert them into a design that connects in the proper format with the identified audience. The successful candidate will have a thorough understanding of branding and marketing and be able to find the right style and layout for every project.

Responsibilities of Graphic Designer

- **Translate strategic direction into high-quality design within an established brand identity across multiple formats including:** digital & social media graphics, web pages, presentations, proposals, promotional collateral, signage and wide-format graphics, internal communications, newsletters, email marketing, video & animation, and print.
- Collaborate, brainstorm, and strategize with multiple teams or clients on a wide range of projects.
- Develop concepts and execute original content by determining the ideal usage of color, text, font style, imagery, and layout.
- Maintain (and improve) brand standards and standard operating procedures for workflow collaboration, collecting feedback, processing revisions & approvals, and distributing & archiving finished files.

Who Excels in this Role?

Success in this role will be determined by finished design elements that drive engagement, meet organizational standards & brand expectations, and satisfy clients and appropriate stakeholders. A top performer in the Graphic Design position will possess these skills and characteristics:

- **Collaborative:** Work independently as well as cooperatively with marketing team to meet deadlines, stay within budget, and schedule project implementation based on workload, which will include simultaneous projects for multiple clients across various industries.
- **Creative:** Must have an eye for detail but also be able to see the big picture and understand how all the pieces fit together.
- **Communicative:** Possesses excellent written and verbal communication skills to convey ideas and information clearly to a variety of stakeholders inside Tradeshow Logic and throughout a client's organization.
- **Detail Oriented:** Must be incredibly organized and meticulously focused on details. Able to establish and maintain standard operating procedures that move projects from concept to completion.

- **Curious:** Must be comfortable asking questions and sharing ideas. Willing to take on new challenges, learn new things and keep up with the latest trends and technology.
- **Ambitious:** Must be motivated, self-sufficient and interested in “owning” all design-related projects across the company.
- **Independent Time Management / Project Management:** Can self-manage/work autonomously in a 100% remote environment. Expected to manage multiple projects and overlapping deadlines daily, and easily adapt to shifting priorities and last-minute client requests.

Required Skills & Qualifications

- 5+ years of experience in professional graphic design
- Bachelors degree in design, art or related discipline
- Mastery of Adobe Creative Suite software including Photoshop, Illustrator, InDesign, Dreamweaver
- Video editing and animation
- PowerPoint presentation design
- Knowledge of WordPress and content management systems.
- Proficiency in Microsoft Word & Excel
- Excellent communication and presentation skills
- Organizational and time-management skills for juggling tasks, servicing multiple stakeholders, and meeting deadlines in a fast-paced environment.
- Desire to continue building skill set with education and training.

COVID-19 Guidelines

The Tradeshow Logic team attends our clients’ events in a myriad of public facilities and venues with a wide variety of rules and regulations as it pertains to COVID-19. Should you need to attend an event, you’ll be asked to abide by the vaccine mandates set forth by our clients and the facilities/venues in which their events are hosted. Tradeshow Logic expects there to be no impediment for you to directly engage with a client or to enter a facility to successfully perform the responsibilities of this job.

Equal Opportunity Employer

Tradeshow Logic is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.

Please email a resume and a brief cover letter to mrowe@tradeshowlogic.com explaining why you’re interested in working at Tradeshow Logic.