

# Job Posting

March 11, 2010

*We will excite our customers by bringing extraordinary design and innovation to everyday products.*

## Position Title

## Designer

**Do you love design? Do you love consumer products? Do you thrive in a fast-paced design environment and embrace change? If so, Carolina Pad would love to hear from you! Carolina Pad is a leading supplier of extraordinary office and school supplies. We are growing our Creative Team and looking for two talented designers to join our team.**

## Reports to

**Creative Director**

## Position Description

The Designers will create compelling designs that support our overall business strategy and anticipate customer needs and direction. Work collaboratively with Product Managers, Innovation Team, Sales Team and Production Artists to meet design goals and objectives.

## Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

**Conceptual ability:** translate design and color trends into new design collections. Identify consumer needs and concept new product solutions that support the company/retailer objectives. Demonstrated ability to conceive and execute conceptual solutions that meet consumer needs.

**Aesthetic judgment:** excellent sense of design, layout, color. Expert knowledge of and sensitivity to typography and lettering. Ability to create compelling design solutions from new and existing design collections.

**Understanding of marketplace:** understanding of design, marketplace and social trends; good understanding of consumer need. Researches the marketplace to understand the unique consumer needs of the shopper and translates this into marketable product and retail solutions within product cost targets using current design collections.

**Project and time management skills:** demonstrates good judgment and decision making by determining priorities. Show initiative by identifying and developing solutions to work barriers. Sets realistic goals.

**Digital expertise** including Adobe Creative Suite – CS4. Solid working knowledge of Entourage/Outlook and Windows environment preferred.

## Designer

### Job Requirements & Industry Experience

Bachelor's degree in Graphic Arts/Fine Arts or related field. A minimum of 4 years design experience.

Ideally, she/he will have the ability to successfully work across different mediums but primary emphasis will be paper. The successful candidate will likely have experience in one of the following industries: social expression (gift wrap/paper party wear), home, decorative and/or fashion accessories.

### Technical Skills

Must be an expert on Mac platform and CS4; solid working knowledge of MS Office and Entourage/Outlook.

### Location

Charlotte, NC. Relocation costs will be considered for the ideal candidate.

**Interested and qualified candidates please send resume to:**

**Patrice Pickett**  
**Executive Search Consultant on behalf of Carolina Pad**  
**patrice@pickettsearch.com**  
**Write "Designer" in the subject line.**