

## Multimedia Graphic Designer

**GlobeStar Systems** is a leader in integrated clinical communication. Our cornerstone product, Connexall®, is an award-winning Enterprise grade IoT platform, purpose built for the healthcare industry. Connexall® is a sophisticated and customizable end-to-end integration and communication platform that helps its customers improve clinical workflow, reduce alarm fatigue, and drive better patient and staff outcomes.

### **Job Title: Multimedia Graphic Designer**

Type: Full-Time

Start Date: Immediate

Location: Southern Florida, USA Remote

### **Job Description**

Reporting to the Marketing Operations Manager, the Multimedia Graphic Designer will take the lead managing all design projects from concept to delivery, inclusive of various print and digital marketing assets for internal and external consumption (e.g., website, social media, trade shows, advertising ad industry publications.)

### **Primary Responsibilities**

- Lead the planning and production of creative assets for print and digital projects, including but not limited to: brochures, roll-up banners, graphics for social media posts, social platform headers, presentations, website images, templates and emails.
- Establish creative direction for the company as well as brand guidelines.
- Brainstorm ideas and concepts with the Marketing team to solve creative problems and meet company objectives and deadlines.
- Translate creative/art direction and high-level concepts, into actionable ideas and next steps.
- Translate the Connexall brand personality into visual languages across various touch points.
- Gather information and materials to be used in planning concepts.
- Illustrate concept by designing layout: taking care of size, type size, style, arrangement, and other related aesthetic concepts.
- Create material to help rebrand the company including working on logo, branding, company website, etc.

**Connexall USA**

Connexall USA Inc.  
4571 Broadway Street  
Boulder, CO 80304

**Tel:** (720) 279-8705

**Fax:** (888) 354-2931

**Email:** [infousa@connexall.com](mailto:infousa@connexall.com)

**[www.connexall.com](http://www.connexall.com)**

- Create digital designs for email blasts, social media, online, and mobile advertising.
- Create print designs for print ads, brochures, signage, etc.
- Organizing project files and archiving finished projects.
- Work to edit and brand communication material before it is sent out externally.
- Provide inputs for organization and set up of booths for tradeshow and help make marketing material for such shows.
- Consult with marketing, sales, product management, and other departments to create cohesive designs that reflect our corporate cultures and goals.
- Other duties as required.

## Qualifications

- Bachelor's Degree in Graphic Design, Interactive Design, or related field.
- 2 years' experience managing design projects from concept to delivery.
- Experience in video production and editing, with proficiency in Adobe Premiere Pro and other Adobe Creative Suite tools, specifically for creating and editing videos optimized for social media and website use.
- Must possess a solid working knowledge of the Creative Suite (Adobe CC: including Photoshop, InDesign, and Illustrator).
- Knowledge of After Effects CC and HTML5 considered an asset.
- Excellent English written skills required.
- Must be very creative.
- Familiarity with page layout, typesetting, and photo editing is required.
- Highly organized and strong attention to detail.
- Must have experience working with both print and digital materials.
- Must possess the ability to translate technical and healthcare jargon into language and narratives that resonate with people.
- A sense of initiative required.
- Must be able to work within established project timelines and deadlines.
- Must be able to manage and handle sensitive/confidential information.
- Must be able to prioritize tasks and make design decisions quickly.
- Must be able to work independently.
- Must have ability to adopt the voice, brand standards, and personality of the company.

## Benefits:

- Competitive annual salary.
- A rich benefits package, including medical, dental, life, long-term disability insurance.
- Vacation.

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