

Digital Creative Designer
at Genius Sports
New York, United States

The Role

The Genius Sports Media (GSM) commercial division is tasked with promoting and selling our technology and services to sports leagues, media companies, technology companies, and sportsbook operators. GSM is making an aggressive push to deliver high-value media solutions and technologies to publishers and advertisers. The Digital Designer role will focus on designing, developing and creating new graphic ideas and concepts for sportsbook and casino promotions over a wide variety of clients.

Candidates should have a comprehensive understanding of developing performance related display campaigns with a background in the i-gaming industry deemed as a plus. This is a great role which encourages creative freedom and working across a large diverse client base. We are looking for someone that constantly innovates and is passionate about design.

Key Responsibilities:

- A good understanding of how to interpret, use and implement brand assets/ guidelines to ensure creative is produced on brief.
- Produce visually engaging, on-brand, performance related animated banners for acquisition/retention digital marketing campaigns.
- Working collaboratively with internal GSM teams and fellow designers/developers to ensure consistent quality.
- Work with GSM product team to provide feedback on product features and development.
- Working with the creative account manager and sales team to deliver big campaign ideas and new creative thinking.
- Managing daily tasks in a deadline-driven environment.
- Proactively maintain knowledge of the creative i-gaming landscape.
- Creative Knowledge sharing with other designers to assure transparency and high quality banners.

Skills & Requirements:

- At least 2 years' experience of digital design and a good proven portfolio that demonstrates best-practice performance related design.
- Excellent skills in Adobe Creative Cloud suite (Photoshop, InDesign, Illustrator etc) and HTML5.
- Creative thinking and attention to detail with the ability of working from initial idea and sketch stages right through to final execution.
- Knowledge/interest of sports and technology.
- Knowledge of UX design, storyboarding and creation of interfaces.
- Excellent communication skills with a pro-active 'can-do' attitude and the ability to take the initiative.
- Eager to proactively build skillset, evolve and push new creative ideas that raise expectations.
- Good organizational, planning and time management with the ability to prioritize time-sensitive tasks.
- Willing to travel up to customer meetings, trade shows, and other business
- Self-motivation and professional discipline with excellent follow-through