



Web Designer

Qool Media is looking for a creative and innovative Graphic/Web Designer to join our publishing team to lead the design of new and existing web and mobile properties as well as various social media and native marketing creatives. This role is a full-time position located at our company headquarters in downtown Guelph, ON. The ideal candidate will be creative and enthusiastic with a flare for marketing with at least 3 years' experience working in a team environment.

Main Responsibilities:

- Lead role in creating top-quality designs for web properties and corporate initiatives including branding and marketing materials
- Work with project stakeholders to design and help build websites across multiple verticals
- Work with development team to implement and maintain web designs that are responsive and optimized for mobile experience
- Assist editorial and marketing team in creating, testing and optimizing marketing creatives and landing pages to improve user experience and maximize engagement

Required Skills and Qualifications:

- Degree/diploma in Graphic or Web Design or the confidence to convince us you don't need it because you're just that good
- Advanced knowledge of Adobe CS (at least Photoshop and/or Illustrator)
- 2+ years' experience with CSS, HTML and JavaScript
- Intermediate to advanced experience working with WordPress
- An understanding of colour theory, and the ability to effectively use colour in design
- Knowledge of cross-platform and cross-browser compatibility issues
- Experience working both within a team environment and independently
- Excellent written and verbal communication skills
- Motivation to remain up-to-date on current trends in design and web publishing
- Excellent time management skills and organization with ability to work on multiple projects concurrently

Preferred Skills:

- Some experience with PHP
- Understanding of and experience with UX best practices
- Knowledge of SQL

- Mad Halo and FIFA skillz

Some of the characteristics that will set you apart:

- A passion for all things internet and digital media
- The ability to take and use constructive criticism and the tact and strength needed to give it
- Self-starter who will speak up if you see something that can be done better
- The ability to effectively mediate pizza topping decisions

About Qool Media

Qool Media is a digital media company specializing in web publishing, content generation and marketing, traffic acquisition and monetization.

QOOL CONTENT. QOOL BRANDS.

Qool Media's Publishing Division specializes in creating rich and engaging content and building thriving online communities. Our destination websites inform and entertain audiences who reach us through social, search, and content marketing channels.

QOOL MARKETING.

Qool Media's Agency Division is a digital marketing agency with a niche focus on management of quality media buys for exclusive publishers. We offer a unique performance model, with deep experience operating within buy side and sell side policies. Our tools including a publisher-specific marketing platform, and a transparent compliance management approach.

We are a small and focused team of internet professionals working in a dynamic environment in which productivity and fun go hand-in-hand. Our office is **conveniently located in downtown Guelph** with all the important amenities within walking distance.

An engaging and rewarding work environment is important to us. Here's some of what you can expect:

- A competitive salary and benefits package
- Flexible working hours
- Small, efficient and well supported teams
- A culture of support and collaboration
- Regular social events
- An in-office lounge with 60" TV, X-Box and comfy chairs
- Free beverage center
- Fun people

If you feel you are a good fit for this role, and this position interests you, please contact us by email to careers@qool.com with the following materials:

- A cover letter
- Your resume
- A link to your portfolio