

## JOB POSTING - Senior Creative Designer

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### ABOUT LEAP XD

We're a team of passionate artists, coders, and dreamers who bring brands to life through meaningful storytelling. Based in Victoria, BC, we're a creative thinking studio working with big and small clients, both local and global. Our core philosophy is people over process, and we're guided by our values of ownership, curiosity, and innovation. What does this look like in practice?

### WHAT WE BELIEVE IN

- We only have room for effective teamwork and high-performance people
- We don't have room for the "Brilliant Jerks." The cost to teamwork is just too high
- You should always question actions inconsistent with our values
- You should practice empathy on a daily basis
- You consider every person at Leap someone you respect and can learn from
- Leap is not a day-care or workplace with espresso, health benefits, sushi lunches, and nice offices. It's a great workplace with remarkable people
- We're a team, not a family. We're like a pro sports team, not a kid's recreational team
- Our team supports rapid innovation and excellent execution
- We avoid bad processes, rigidity, politics, mediocrity, and complacency that may infect our culture

### ABOUT THE ROLE

Your job is to provide our clients with exceptional creative solutions through research, planning, and design. This includes working with our team on strategy, executing cutting-edge design solutions, and ensuring that projects are executed according to the vision of our Creative and Art Director. In this role, you will create products that exceed our clients' expectations by adapting and anticipating industry trends and by delivering a consistently superior product.

## COMPENSATION, BENEFITS & PERKS

- Full-time Contract
- Salary range: \$70,000 - \$90,000
- Comprehensive extended health and dental after 90 days
- Hybrid/in-person and remote (8 in-office days per month)
- 3 weeks PTO in year 2.
- Extra stats, winter closure, parking/transportation benefits

## KEY RESPONSIBILITIES

- Generate concepts: lead creative brainstorming sessions, contributing to our culture of ideation, problem-solving, and pushing the boundaries of design.
- Conceptualize, develop, and deliver innovative and impactful design concepts across various mediums, including digital, print, and multimedia.
- Execute our creative process, driving forward-thinking initiatives and ensuring the delivery of exceptional design solutions that align with client's objectives and business needs and exceed their expectations.
- Demonstrate strong analytical abilities to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Create engaging, impactful, and thoughtful design solutions that meet branding and communication requirements.
- Collaborate with our team of designers, copywriters, photographers, illustrators, and other creatives in a high-performing work environment that encourages growth and continuous learning.
- Present concepts and designs to clients and internal partners, communicating each solution's creative vision, strategic rationale, and tangible business impact.
- Uphold brand guidelines, industry best practices, and quality standards while constantly raising the bar for excellence and staying ahead of design trends.
- Stay at the forefront of emerging technologies, design tools, and industry trends, proactively identifying opportunities to enhance the agency's creative capabilities and provide innovative solutions to clients.
- Create compelling and unique Social Media campaigns for our clients and Leap.
- Utilize practiced skills in Adobe Suite, Figma, WordPress, and an aptitude for learning new software on the fly.

## QUALIFICATIONS

- Proven track record as a Creative Designer in a similar role within a creative agency or design-focused environment.
- Outstanding portfolio showcasing successful creative projects across various mediums, demonstrating strategic thinking, exceptional storytelling, compelling visual design, and an eye for innovation.
- Expert proficiency in industry-standard design and web technologies.
- In-depth understanding of design principles, typography, colour theory, and emerging design trends, with the ability to translate brand objectives into visually compelling solutions.
- Excellent communication and presentation skills, with the ability to articulate design concepts, receive feedback, and influence partners at all levels.
- Proven ability to manage and prioritize multiple projects simultaneously, meet deadlines, and adapt to evolving client needs and market dynamics.
- Strategic mindset with keen business acumen, understanding the intersection of design, marketing, and branding to drive tangible results for clients.

## YOU WILL...

- Be innately driven, with a growth-focused mindset and a strong desire to learn and improve.
- Default to curiosity in all aspects of your work and be receptive to feedback.
- Enjoy the challenge of working on multiple projects across different industries and clients.
- Be resourceful and show initiative when untangling ambiguous project requirements.
- Take ownership of our work, doing what is needed without being asked, and following through — you don't take the "that's not my job" approach.
- Use strong communication skills in both remote and in-person relationships.
- Believe in providing the best experience for your client from a delivery perspective.

## DIVERSITY, EQUITY & INCLUSION

We are an equal opportunity employer dedicated to fostering an inclusive and diverse environment for employees from all walks of life. Employment decisions are made without regard to race, colour, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, or disability. We hire based on talent and are excited to hear what you will bring to our team!

#### HOW TO APPLY

To apply, please submit a resume, portfolio and cover letter to [howdy@leapxd.com](mailto:howdy@leapxd.com). We thank all applicants for their interest; however, we will contact only those candidates selected for interviews.

If you don't meet all of our requirements exactly or have taken a non-traditional professional path, we still want to hear from you! Use your cover letter to tell us about your unique experience. We strive to build a diverse team and recognize that skills are transferable.