



Title: Graphic Designer

Department: Strategic Marketing and Communications

Reports to: Creative Director

Status: Full-time, Exempt

Location: Overland Park, KS – Onsite

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

Why Join CreativeOne?

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you're ready to be a part of a team that's shaping the future of financial services, we'd love to hear from you.

Overview

CreativeOne's Strategic Marketing and Communications team operates as a full-service internal creative agency, producing high-volume, conversion-focused design work for the independent financial advisors we serve. The **Graphic Designer** is a core production seat on that team, working under the direction of the Creative Director across a wide range of mediums — print, digital, web, event, and advisor-facing collateral. The work you produce will reach advisors and their clients nationally. This role is right for a designer who is passionate about outcomes, not just aesthetics — someone who gets energized when a piece of creative outperforms, who's comfortable working inside a structured, brief-driven process, and who's ready to use AI-assisted tools to move faster without sacrificing craft. If you want to make beautiful things in a vacuum, this isn't that role. If you want your design work tied to measurable business results, keep reading.

Position Summary

The **Graphic Designer** provides creative thought and design solutions to marketing challenges, working across a variety of print and digital mediums. This role is team-centric, with tight timelines, and receives art direction. Design here is judged on performance as well as craft — ads, landing pages, and event assets are measured on response, and AI-assisted tools (for conceptualizing, iteration, and production) are part of the standard workflow.

Duties and Responsibilities include, but not limited to:

- Implement creative design solutions that deliver results for customers and corporate entities — design that converts, not just design that looks good.
- Provide input and creative guidance to other team and department members, as well as clients as needed.
- Demonstrate ownership of design projects as assigned through Asana.
- Work closely with the Creative Director, Lead & Senior Graphic Designers, Copywriters, and Client Success Managers to maintain high-quality work, while adhering to brand standards.
- Presentation of work in-house and to clients.
- Work with printers and other outside vendors to plan for print production, in addition to preparing print-ready files for highest quality product.

- Create and work on a diverse project range: layout and design, print ads, digital marketing assets (ads and landing pages), event branding, logo development, photo editing, website design, etc.
- Use AI-assisted tools for conceiving, iteration, and production efficiency, and contribute learnings back to the team's shared AI resources.
- Design within regulatory and compliance constraints specific to financial services, balancing creative quality with review requirements.
- Collaborate within team environment on project assignments and workload balance.

Critical Skills Sought

- Ability to work quickly and meet deadlines.
- Committed to delivering innovative, high-volume, high-quality work.
- Must be detail oriented — QA fundamentals (correct names, titles, and compliance details) matter as much as visual polish.
- Draws personal energy by working in a collaborative, structured environment: briefs before work starts, peer review, and Asana as the system of record.
- Excellent command of graphic design/layout, photography, and production skills.
- Comfortable incorporating AI-assisted tools into a design workflow — for conceiving, iteration, and speed — without losing craft.
- Energized by seeing design tied to outcomes; someone who wants accountability to results.
- Self-motivated with professional business experience, able to work independently within that structure.
- Asana experience a plus.

Qualifications

- 3+ years graphic design experience.
- **Portfolio required** — demonstrated range across print and digital work.
- Bachelor's in graphic design or communication arts, or equivalent experience.
- Must have experience designing a variety of projects including print and web.
- Expert knowledge of Adobe Creative Suite, including InDesign, Photoshop, and Illustrator.
- Proficiency in Figma; experience with Canva a plus for advisor-facing template work.
- After Effects or Premiere a plus, for candidates who may touch motion or short-form video.
- Strong knowledge of MS Office Suite, including Word and PowerPoint.
- Insurance and financial services experience helpful; comfort designing within regulatory and compliance constraints is a plus.

Why This Role Is Different

- You'll work on a volume and variety of projects most in-house designers never get to touch — print, digital, web, and event, often in the same week.
- You'll be part of an AI-forward creative team building shared workflows and resources, not bolting AI on as an afterthought.
- Your work reaches independent financial advisors nationally and ties directly to the leads, campaigns, and results that grow their practices.
- You'll work under a Creative Director who is actively raising the bar on quality and performance for the whole team.

Demonstrate and Represent Our Core Values

- *Provide Unreasonably Excellent Service*
- *Love What We Do*
- *Act With Integrity*
- *Collaborate Courageously*
- *Evolve With Purpose*

About CreativeOne

CreativeOne is an industry-leading marketing and consulting firm that helps independent financial advisors grow their businesses. We combine deep financial expertise with full-service creative and media capabilities, delivering tailored marketing that drives measurable growth. With over 40 years of innovation behind us, we're building the next generation of advisor marketing—and we're looking for top talent to help lead the way.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.