seragroup
digital + creative marketing

Web & Graphic Designer

Location: In-Office (La Porte, IN)
Commitment: Full-Time | 40 hours per week

About Sera Group

Sera Group is an award-winning marketing agency specializing in strategic website design, digital advertising, SEO, and branding for small businesses and nonprofits. We're seeking a versatile, detail-oriented, and proactive Web & Graphic Designer to deliver polished visual assets, lead front-end website design and development, directly engage with clients, and support digital marketing initiatives. This role blends creative problem-solving with practical digital skills, offering a meaningful opportunity to impact both our internal processes and external client success.

As Sera Group continues to grow, we're adding a dedicated team member to handle website design/front-end builds, graphic design, streamline client communication, and enhance our digital marketing effectiveness. This role plays a pivotal part in delivering exceptional websites and marketing support, fostering strong client relationships, and driving our agency's continued success.

What You'll Be Doing

- **Website Mockup & Design:** Conceptualize and design high-fidelity website mockups, wireframes, and user interfaces using Adobe XD or Figma, ensuring they align with client branding, objectives, and best practices.
- **Website Mockups & Design:** Design high-quality page layouts and wireframes using Adobe XD or Figma that align with client goals and branding.
- **Graphic Design Assets:** Create a variety of graphic design materials, including social media visuals, website banners, email templates, business cards, and light branding elements, ensuring they are visually appealing and brand-consistent.
- **Client Collaboration:** Participate in client meetings to understand their needs, present design concepts and mockups, gather feedback, and ensure clear communication throughout the design and development process.
- **Website Maintenance & Client Requests:** Implement content updates, image replacements, layout adjustments, and troubleshoot minor technical issues on existing client websites to maintain optimal performance and client satisfaction.

- **SEO Implementation:** Implement basic on-page SEO elements during website development, such as optimizing meta descriptions, headings, image alt tags, and ensuring site speed considerations are addressed in the design and build.
- **Digital Marketing Support:** Collaborate with our marketing team by providing visually engaging graphics and website elements for digital advertising campaigns (e.g., Google Ads, social media ads).
- **Internal Process Improvement:** Identify opportunities and suggest improvements to our internal design and development workflows to enhance efficiency and the quality of our deliverables.

Qualifications We're Looking For

- **Experience:** Preferred 1+ years of experience in website design/development or graphic design; however, motivated candidates without direct experience are encouraged to apply. Comprehensive training will be provided.
- **Education:** Associate's or Bachelor's Degree in Marketing, Web Design, Graphic Design, or a related field is beneficial but not required. Practical experience and a strong willingness to learn are equally valued.
- **Technical Skills:** Understanding of WordPress and/or experience building websites using visual page builders (Avada, Elementor, WPBakery, etc.). Familiarity with design and prototyping tools such as Adobe XD or Figma.
- **Design Principles:** A keen eye for aesthetics, strong understanding of layout, typography, color theory, and user-centered design principles.
- **Communication & Collaboration:** Excellent verbal and written communication skills with the ability to clearly articulate design concepts and collaborate effectively with clients and team members.
- **Problem-Solving & Initiative:** Ability to independently problem-solve, design and address technical challenges, consider different perspectives, manage tasks proactively, and take ownership of projects from concept to completion.
- **Organization & Time Management:** Strong organizational skills to manage multiple projects simultaneously, prioritize tasks, and meet deadlines in a fast-paced environment.
- **Adaptability & Learning Agility:** Comfortable working in a dynamic agency setting and eager to learn new technologies and design trends.

Bonus Skills & Experience

While not required, the following skills will strengthen your application:

- Basic understanding of HTML and CSS for minor website customizations.
- Experience with the Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar professional design software.

- Familiarity with the principles of branding, including experience in logo design and development of brand kits or style guides.
- Understanding of website accessibility best practices.

Why Join Sera Group?

- **Collaborative Environment:** Work closely with a supportive, creative team where everyone actively contributes, shares ideas, and helps one another succeed.
- **Professional Growth:** Access ongoing professional development opportunities to enhance your skills and career.
- **Impactful Work:** Directly contribute to meaningful projects that significantly influence client success and agency growth.
- **Award-Winning Team:** Join a respected agency known for delivering outstanding results for local businesses and nonprofits.
- **Community Involvement:** Participate in networking events, chamber dinners, volunteer initiatives, and industry workshops that connect you with local businesses and professionals.