Visual Specialist – Chicago IL

**Who we are**

Elitea Global Corp is a food and beverage wholesale and consulting company located in Illinois, with two subsidiary bubble tea brands in operation: Elitea (Elite Boba), and Uni Uni. Established in 2019, we provide a broad range of products including bubble tea equipment, ingredients, packaging, and creative products to business partners. We offer full consultancies for bubble tea shop owners including creative strategies, product training, marketing, and operation optimization. Different with traditional food and beverage wholesale company, the primary strategy of Elitea Global Corp is developing strong cultural and artistic branding value to help store owners to be competitive and successful in the market. The two brands operated by Elitea Global Corp has been expanding quickly and has 14 stores in Minnesota, Illinois, Wisconsin, and Texas, some of our stores have settled in large commercial complex and shopping mall, including Mall of America at Minneapolis, and Fashion Outlets of Chicago.

**Job Summary**

• Conduct visual analysis of competing brands and target customers' preferences. Generate artistic ideas and sketch using a variety of tools. (15%)

• Develop branding visual identity according to the brand concept, including illustrations, brand graphic package design, 3D models, product photography, etc. (20%)

• Cooperate and supervise third-party photographers and designers to complete the corresponding work. (15%)

• Retouch photographs using editing software to enhance images by correcting resolution and composition, cropping images, and adjusting tone, color, saturation and brightness. (10%)

• Work with third-party marketing companies to formulate Marketing Plan, and supervise the implementation of company marketing materials, including flyers, logos and company website design (20%)

• Utilize up-to-date technology and best practices to develop and execute a variety of digital and print illustrations, layouts, and production files (10%)

• Stay informed about company marketing strategies, current visual design trends and tools, and industry developments that may lead to future visual communications opportunities (10%)

**Qualifications**

Degree Requirement:

* Bachelor’s degree in Art and Design, MFA, MA and 2+ years’ experience preferred
* Strong, innovative, strategic, and on-brand ideas, storytelling and system thinking
* Demonstrated expertise using the following applications: Adobe lnDesign, Adobe Photoshop, Adobe illustrator, and Adobe Acrobat. Understanding of design and production process from start to end
* Creates designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
* Follow-through on all projects from inception to delivery. Ability to understand visual design concepts and think conceptually towards the greater brand vision and meet commercial objectives
* Excellent communication and writing skills

**What we offer**

Full remote position with competitive compensation

Comprehensive insurance plans – health, dental, vision, and life

Paid vacations, plus 10 holidays, 3 floating holidays