



Marketing Artist

Velan Studios is looking to add a wildly creative Marketing Artist to our scrappy Marketing team. We're responsible for leading all external communication efforts at both the studio and product levels for Velan. This person will work closely with the Art Director, Brand Manager, and the rest of the marketing team to create stunning visual marketing materials that support campaigns for our titles and studio.

The right person for this role is flexible and extremely comfortable with graphic design and composition, and familiar with following brand guidelines and style guides. The Marketing Artist will be focused on creating social media assets, key art (using existing illustrations), web graphics, livestream graphics, and using our in-game capture tools to capture compelling screenshots and video content, as well as manipulating all these assets to fit a wide range of aspect ratios and formats for different placements.

The right person has unmatched creativity, a fantastic eye for what makes good design, and is curious, proactive, and detail oriented, with an interest in gaming or entertainment media. No two days will be the same, and as with any marketing role, this person will need to react to change and feedback and be flexible in their approach.

We strive to recruit candidates who align with our values and passion for being makers and players of our products.

Responsibilities

- Work with Art Director and Brand Manager to create graphics and other visual assets for marketing campaigns
- Use our proprietary game engine and capture toolset to capture in-game content for marketing materials, as standalone screenshots, elements of composited marketing assets, or footage for marketing trailers
- Manage time effectively to deliver assets on-time to keep marketing plans on schedule
- Produce assets that meet the high bar for quality we have for our products and studio brand, and match existing style guides
- Develop new brand and visual identities and/or style guides for upcoming products, seasons, and more.

Requirements & Qualifications

- 3+ years of experience in a similar role
- 5+ years of experience using Adobe Photoshop (or similar 2D software) for graphic design
- A great understanding of using composition, fonts, and color theory to create compelling and effective visual assets
- Knowledge of current styles and trends in entertainment media, especially video games
- Comfortable with navigating a game engine for capturing screenshots or video footage
- Experience revising assets based on constructive feedback
- Creative and innovative, with the ability to develop new ideas and unique approaches to problem-solving
- Exceptional communication skills
- Proficiency with Microsoft Office (Word, Excel, and PowerPoint)

**Big Plusses:**

- Passion for video games, especially Knockout City
- Familiarity with motion graphics and/or animation
- Comfortable creating simple 3D assets
- Ability to create concept art and/or 2D illustrations

To apply for this position, please send your resume and cover letter to jobs@velanstudios.com. Be sure to reference the position you're applying for in the subject line.

About Velan Studios:

Velan Studios is an independent studio comprised of a passionate and diverse team of seasoned developers. We are the creators behind Mario Kart Live: Home Circuit and Knockout City. Velan Studios' mission is to create ground-breaking game experiences centered on new forms of play across both existing and emerging platforms. Velan Studios maintains a team of both remote and on-site employees. On-site employees work from our office in Troy, NY.