

Graphic Designer Fresno State Esports

Department:	Student Involvement
Reports to:	Coordinator, Off-Campus Student Life and Innovation
Hours per week:	10
Paid Position	Minimum Wage

Program

Fresno State Esports provides personal growth and recreational opportunities to enhance the student experience through intramural tournaments for friendly competition open to all students and elite varsity teams that represent the University in official collegiate leagues.

Position Duties and Expectations

The Graphic Designer designs original visuals for live streams and broadcasts, social media content and promotional purposes for the Fresno State Esports program. Ideal candidates have a high degree of graphic design skill with strong storytelling abilities and knowledge of competitive gaming, our teams and the elements and characters within each game.

Duties and Responsibilities

- Design original graphics unique to each varsity team for Twitch, YouTube and other social media and streaming platforms, i.e. thumbnail images, animations and motion graphics, overlays, title cards, in-game renders, etc.
- Establish the overall look and design for graphics and multimedia content that complies with University and program branding, editorial and accessibility standards.
- Work closely with other support staff (i.e. producers, designers, video editors) on collaborative projects.
- Formulate and create community-focused content for program information and schedules, team and player information, live broadcast/play day coverage.
- Work closely with team representatives, program and marketing staff throughout the creative process; from generating creative direction to finalizing a design for use.
- Perform other job duties as assigned and participate in special projects, assist with special events and update the website as needed.

Key Success Indicators and Experience

- Proficiency in Adobe Illustrator, Photoshop, AfterEffects and/or related graphic design and illustration applications.
- Excellent customer service, communication and people skills, with the ability to work cross-functionally with other creative/production personnel.
- Excellent organizational, time management and attention to detail.
- Interest and enthusiasm in working with a diverse group of college students.
- Proficient in social media management and moderation, and comfortable in all digital/online environments.

Qualifications

- Exceptional graphic design technical knowledge and skills.
- Proficiency in Adobe Illustrator, Photoshop, AfterEffects and/or related graphic design and illustration applications.
- Excellent people and written and verbal communication skills to provide high-quality customer service and the ability to work cross-functionally with other creative/production personnel.
- Excellent administrative skills, from planning, time management and attention to detail.
- Proficient in social media management and moderation, and comfortable in all digital/online environments.

Required Education: Must be a current part-time/full-time Fresno State student in [good standing](#).

Required Experience

- Graphic design, illustration or related experience and knowledge.
- in an academic or professional setting.
- Knowledge of the esports (collegiate and mainstream) landscape, culture, community, gaming platforms and supporting websites.
- Ability to operate high-end computer equipment and troubleshoot optimal gaming experience.

Desirable Education and/or Experience

- Pursuing a degree in graphic design or a related field.
- Excellent organization, prioritization, interpersonal and oral/written communications skills.
- Proficiency with office productivity and communications software, such as Microsoft Office and Google Workplace.
- Ability to self motivate and resolve issues independently.

Application Process

Email gerardo_gomez@mail.fresnostate.edu with a resume, three current professional references and a cover letter to apply. Application review begins January 30, 2021; open until filled.

NOTICE OF SPECIAL POSITION OR EMPLOYMENT REQUIREMENTS

1. This job description is not designed to cover or contain a comprehensive list of all duties and results to be performed by this job. Duties and performance standards may be added, subtracted, and/or changed by your supervisor at any time due to changes in department or university requirements.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Fresno State are considered as an “at-will” employee.
3. All employees/volunteers of Fresno State are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Fresno State is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Fresno State to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status.