



JOB DESCRIPTION

Date: August 18, 2026
Supervisor: Ernie Ficklin

Job Title: Graphic Artist / Motion Graphics Designer
Department: Marketing

Overview

KICKER, a leading innovator in high-performance car audio, is seeking a talented and versatile Graphic Artist with strong skills in motion graphics and video production. The ideal candidate will create compelling visual assets that capture the power, precision, and passion of KICKER products and the car audio lifestyle. Optional experience in 3D animation and rendering is a plus. This role requires a true self-starter who thrives working independently, takes ownership of projects, continuously expands their skills through self-directed research and learning. A positive attitude is a must for this position.

Key Responsibilities

- Design high-quality graphic assets including branding materials, marketing collateral, social media graphics, digital ads, and print layouts that align with the KICKER brand.
- Create motion graphics, product animations, title sequences, explainer videos, social media animations, and promotional video content that showcase KICKER speakers, amplifiers, subwoofers, and related systems.
- Produce and edit video content for product launches, installation features, lifestyle campaigns, and digital platforms — including editing, color grading, and final delivery optimized for multiple formats.
- Translate product features, performance benefits, and the car audio culture into clear, high-impact visuals that resonate with enthusiasts and dealers.
- Maintain strict brand consistency and visual quality across all deliverables.
- Independently manage multiple projects, prioritize tasks, and meet deadlines with minimal supervision.
- Research new tools, techniques, trends, and software features to continuously elevate the quality and impact of KICKER's visual content.
- (Optional/Preferred) Incorporate 3D animation, product modeling, lighting, and rendering to create dynamic product visualizations and technical animations when beneficial.

Required Skills & Qualifications

- Proven experience as a Graphic Artist / Designer with a strong portfolio demonstrating both static design and motion graphics/video work.
- Proficiency in industry-standard tools such as Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) and related motion/video software.
- Solid understanding of design principles (composition, typography, color theory, hierarchy) applied effectively in both still and motion contexts.
- Experience creating and delivering motion graphics and video content for digital platforms, marketing, or branded product content.
- Strong self-motivation and ability to work independently with minimal oversight.
- Ability to independently research and learn new techniques, software features, and workflows.
- Excellent time management, organization, and communication skills.
- Ability to take feedback constructively.



Preferred Skills & Qualifications

- Experience with 3D animation, modeling, and rendering tools (e.g., Cinema 4D, Blender, Maya, or similar).
- Familiarity with automotive, consumer electronics, or lifestyle brand creative work.
- Knowledge of additional tools such as After Effects plugins, collaborative review platforms, or content management systems.
- Experience optimizing visuals for social media, e-commerce, and dealer support materials.

Essential Job Functions

- Must be able to perform computer keyboard and mouse operations.
- Must be able to work with graphic art equipment and materials.
- Must be able to read and write.
- Must be able to use telephone and other common office equipment.
- Must be able to lift light to medium loads (45 pounds).
- Must be able to work at least 40 hours per week.