

KRISSY LEONARD

eat well. make money. change the world.

Designer / Creative Director

We're growing quickly and looking for a contract designer to create a consistent, high-quality visual and felt experience for our customers, and bring the Krissy Leonard brand to a whole new level.

We have a branding guide, basic logo, and functioning website, membership site, and social media presence that has become more cohesive over the past year.

We're ready to reach more people and scale our impact. And we need your help to create a best-in-class user experience and visual brand that helps communicate the value, integrity, and personality of the brand.

You'll come in, complete an assessment of our current design, what is working and what is not working, update the brand guide if needed and make sure everything is cohesive and hitting our brand standards (that you will set and maintain).

About You:

- **You're not new to this. You've been designing for 5+ years.** You know how to work quickly and efficiently, how to create branding assets, a visual brand that communicates high quality and demands top prices.
- **You have a track record of managing successful branding projects.** You know the pieces that we need to get the results that we want.
- **You are strategic as well as creative. You know how to create a big IMPACT with little effort.** Yes, we could do a bunch of one-off projects, but what you see is the big picture - what we need to put in place to get to our goals AND you know how to do the most with the least. You know how to create collateral

materials that can be used by Krissy or other members of the team in a pinch and how to set us up for success so that your vision can be executed seamlessly.

- **You get holistic, creative, ambitious women.** You follow brands and trends in the holistic sphere and know what women are looking for. You “get” them. You can design with their aesthetic in mind but also push the envelope so we aren’t cookie cutter succulents and pale pink like everyone else - we have a pop of personality and edge over our competition.
- **You aren’t afraid to think out of the box or often say “wouldn’t it be cool if...”** You love thinking creatively and coming up with creative solutions or ways to surprise and delight our customers and clients.
- **Everything you touch looks high end, high-vibe, and sophisticated, without being stuffy, stiff, or boring.** You work your magic on everything in our band and when people see it, they constantly comment on how good our branding is. People Pinterest the shit out of our stuff because it is THAT GOOD.
- **You’re a proud minimalist.** You subscribe to “Keep it simple; do more of what’s working” rather than, “Throw out the baby with the bathwater and do a bunch of new shit because it could look cool.” :)
- **You’re looking for a new opportunity**—a brand you can get behind and be proud to tell your mom about.... and a team you actually like.
- **You’re obsessed with getting things done.** If a task is unfinished or unaccounted for, you’re not sleeping until it’s scheduled or complete.
- **Timeliness and deadlines are your jam.** You are there for team calls, you share and contribute to the vision, you get what’s needed done on time every time.
- **You care about your fellow humans. You want to be involved with a company and founder who cares about their customers.** You want to do work that is top-in class AND contributes to a bigger mission and impact on the planet.
- **You’re a swiss army knife—known to be able to figure anything out.** You are able to take ideas and the needs of the team and figure out design strategies to make it all come together.
- **You communicate clearly and confidently.** If you disagree with something, you communicate that without hesitation. If you have a question, you ask.
- **Seeing a finished product come to life excites you. You are willing to OWN your role in the company with integrity and pride.** You want to show your mom and all your friends what you created. You know you bring your best work to the table for us and you like to be stretched and encouraged to bring 100% of your genius to the table.

Preferred Experience:

- Graphic Design
- Canva
- Designing for Kajabi
- Website Design
- FB ads design

Projects you will lead and metrics you will own:

- Brand assessment
- Social media strategy
- Homepage revamp
- Design for the Aligned Female Entrepreneur (you own the customer experience inside of Kajabi)
- Design direction for opt in pages
- Slide Decks
- Worksheets for AFE
- Photoshoot direction

About the Company:

Website: www.krissyleonard.com

Instagram: @xokrissyleonard

OUR MISSION

Krissy Leonard Inc exists to empower and inspire women daily to live a life in alignment with their higher purpose and the highest good.

We believe women get to have it all and be it all: a body they love, a calm, clear mind, a radiant heart, and a thriving business that allows them to travel the world, spend more time on what they love, and to lead from a place of feminine power and divine purpose.

We believe that when women are held to the highest vision they have for themselves and are given the tools and support to make it happen, magic happens. Grace guides. They become the change they want to see in the world.

We are here to activate the next generation of women leaders and change-makers - to get more money and power into the hands of awakened women, and to change the world for the better, one empowered and awakened woman at a time.

In short, we help women become an unstoppable force for good, in their own lives and in the world.

We believe that when women break free from the struggle with their body and food and do the work they were put on this planet to do (and get paid WELL to do it), it frees up their time and energy to make a meaningful impact.

We work with committed, creative, spiritual, awakened, powerhouse women ready to go next level AF – in their life and in their business – women who know deep down they are meant for more – who are ready to take massive action, make a shit ton of money, reclaim their energy, and develop the confidence and clarity necessary to be of high service while creating a lifestyle they love.

CORE VALUES

- ★ Empowerment
- ★ Ownership
- ★ Positivity
- ★ Possibility
- ★ Excellence
- ★ Integrity
- ★ Simplicity
- ★ Love + Compassion + Care
- ★ Inclusivity

Perks & Compensation:

This is a role for independent designers that will work with our company as an independent contractor. This role will start with 15-20 hours of work and go from there,

based on the projects we outline are needed. You can #WFA 🌴 (Work From Anywhere). You'll work directly with Krissy Leonard and get access to her training, so you're equipped to be successful in your role. Compensation is based on experience. This role will start as project-based, with the potential for more hours as we grow.

To Apply:

Email info@krissyleonard.com with the following information:

- 1. Name and Company**
- 2. Website or resume (or both)**
- 3. Links to relevant work experience/portfolio**
- 4. How do you think you might be an asset to the Krissy Leonard team and our goal of serving 1,000 women and reaching \$500k in the next 12 months while providing a best-in-class customer experience and giving back to the community we serve.**