



Graphic Designer

Job Overview

Graphic designers will create designs for all clientele for a variety of customer's projects, including but not limited to: logo/branding creation and implementation, print collateral, ads, digital, social media, etc. in addition to making revisions and getting final approval from clients. A proficiency in Adobe Suite software is a must for this position. Designers ensure the artwork is appropriate for that marketing tactic (color mode, resolution, file type, etc).

Duties and Responsibilities

- Creative Strategy Implementation for all tactics and clients
- Brainstorming meetings and contributing ideas to the team
- Translating client needs and branding strategies into design strategies
- Designing visual concepts using graphic design tools including design software
- Selecting colors, fonts, photographs, layouts and other design elements to communicate creative concepts
- Collaborating with account managers and external vendor professionals to create media
- Articulating and pitching design concepts to clients and account managers
- Assisting in client pitches and creative presentation as needed
- Key account client research
- Providing creative solutions to client concerns, ideas and issues
- Liaising with external suppliers
- Managing internal graphic design work
- Identify target audiences and understand their behavior and habits
- Follow media trends of online and offline outlets (TV shows, magazines, blogs, radio programs)
- Other duties as required

Skills / Attributes Required

- Mastery of graphic design software
- Solid knowledge of design and visual principles
- Demonstrated portfolio showing creative, design and software skills
- Ability to evaluate choices critically, with the customer needs in mind
- Ability to communicate design choices clearly
- Great multi-tasking skills and ability to work under pressure