



Job Description

Role: Graphic Designer

Job Profile:

1. Design & deliver the creatives: understanding the client briefs, asking questions, designing options & presentations, incorporate feedback & changes, deliver the final files
 - Ability to listen & grasp client needs and consider practical solutions
 - Possess artistic sensibility and thorough knowledge about design elements, such as colors & compositions, shapes & symbols and typography
 - Articulate, present and explain ideas to clients and colleagues
 - Manage and maintain accurate and accessible working and final project files and folders
 - Capable of working independently and being responsible for timely deliveries
 - Capable of hands-on problem-solving, with the ability to generate innovative and original ideas and solutions
 - Ability to cope with competing demands and to prioritise tasks
 - Ability to use own initiative and pay close attention to detail ensuring zero errors
 - A positive and determined approach to researching and analysing new creative solutions
 - Awareness of the competitive business environment in which the clients operate
2. Possess functional capabilities
 - Expert level skills on Adobe Creative Cloud is a must. Expert level proficiency in Adobe Illustrator, Photoshop, XD is a must
 - Proficiency in design applications for website & app UI & UX development
 - Basic knowledge of printing processes and packaging design
 - Expert level understanding of the design methodology in order to implement the creatives based on a pre-defined strategy
 - Deep understanding of layouts, visual studies and form exploration
 - Experience and exposure of the business dynamics across varied industries
 - Exposure in motion graphic softwares to generate simple videos and GIF animations is a big plus
3. Experience:
 - A degree / diploma from a reputed design school of India or abroad
 - Minimum 3 years of relevant experience in a similar agency / industry
 - Exposure of working on a 360 degree branding + communication (print + online) design project for minimum 3 clients





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Estimated time allocation:

1. 80% Creative projects/ assignments
2. 20% Exploring and developing knowledge of the latest design trends / methodologies

Preferences:

1. Candidate who has worked in agencies / design department
2. Is comfortable working from home from her / his own city and is comfortable traveling for team meetings if and when required

