

## **Graphic Designer (UNISEX) - 1 Nos**

**Location - Haldwani or Noida**

### Required Experience:

- Minimum of 3 years of professional experience in graphic design, preferably in a corporate or agency setting.
- Demonstrated portfolio showcasing a diverse range of design projects, including print and digital materials.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other graphic design software.

### Education Qualification:

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- Additional certifications or coursework in graphic design, typography, or visual communication are advantageous.

### Additional Qualification:

- Strong understanding of design principles, layout, and typography.
- Knowledge of branding guidelines and ability to apply them consistently across various design assets.
- Familiarity with web design principles and user interface (UI) / user experience (UX) design concepts.

### Skills & Competencies:

- Proficiency in creating visually compelling graphics, illustrations, and layouts for both print and digital media.
- Ability to conceptualize and execute creative ideas that effectively communicate messages and concepts.
- Strong attention to detail and accuracy in design work, including color theory, image editing, and typography.
- Excellent time management and organizational skills to meet project deadlines and manage multiple priorities.
- Collaborative mindset with the ability to work effectively in cross-functional teams and adapt to feedback.
- Knowledge of emerging design trends and tools to continuously enhance design capabilities.

### Responsibilities:

- Conceptualize and design visual assets for various marketing and communication materials, including but not limited to brochures, flyers, posters, social media graphics, and digital advertisements.
- Create custom illustrations, icons, and infographics to enhance storytelling and convey complex information effectively.
- Develop and maintain brand identity assets, including logos, color palettes, and style guides, ensuring consistency across all design collateral.
- Collaborate with marketing, content, and product teams to understand project objectives and translate them into creative design solutions.
- Prepare print-ready files and digital assets optimized for different platforms and channels, adhering to technical specifications and best practices.
- Stay updated on industry trends and best practices in graphic design, sharing insights and recommendations with the team to drive continuous improvement.
- Participate in brainstorming sessions and creative reviews to generate new ideas and refine design concepts based on feedback.
- Manage project timelines and deliverables, communicating progress updates and addressing any challenges or revisions in a timely manner.
- Support other design-related initiatives as needed, such as website updates, email templates, and presentation materials.
- Maintain organized files and documentation of design assets, version control, and project archives for future reference.