

JOB DESCRIPTION

CREATIVE TEAM

Position Title: Graphic Designer

Full Name:

Department: Marketing Department

Report to: Creative Manager

Supervises: N/A

I. Job Purpose

The ideal candidate will collaborate closely with the Creative Manager and other team members to create visually stunning designs for various retail events, sales promotions, advertising campaigns, and social media platforms. This position offers an exciting opportunity to contribute to the visual identity of our brand while leveraging cutting-edge technology in design.

II. Key Duties and Responsibilities

- Collaborate with the Creative Manager and other team members to understand project requirements and objectives.
- Develop innovative and visually appealing graphic designs, including 3D modules, that effectively communicate brand messages and resonate with our target audience.
- Utilize AI technology and tools to enhance the design process, optimize workflows, and create personalized and engaging content.
- Create designs for a wide range of materials, incorporating 3D elements where applicable, such as print advertisements, digital banners, social media posts, product packaging, and event signage.
- Ensure all designs adhere to brand guidelines provided by the regional office and maintain consistency across different marketing channels.
- Work closely with the Creative Manager to brainstorm ideas, provide creative input, and contribute to the overall design strategy.
- Participate in design reviews, provide constructive feedback, and iterate on designs based on feedback received.
- Stay updated on industry trends, design techniques, and best practices, particularly in 3D design and AI technology, to continuously improve design quality and creativity.
- Collaborate with external vendors, printers, and other stakeholders to ensure high-quality production of design materials.
- Assist in the preparation and organization of design assets, files, and documentation for archival and future reference.
- Support other members of the creative team as needed and contribute to a positive and collaborative work environment.
- Support in producing and printing materials for ads and projects.

III. Requirement

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