Job Description

Graphic Designer

About the job:

We are seeking a creative and talented Graphic Designer to join our team. The Graphic Designer will be responsible for creating visual concepts to communicate ideas that inspire, inform, or captivate consumers. The ideal candidate will have a strong understanding of design principles, excellent creative flair, and proficiency in graphic design software. This role requires the ability to collaborate with various teams to deliver high-quality designs across multiple platforms.

KRA'S:

1. Collaborate with the team to ensure consistency of designs across various media outlets, both online and offline.
2. Create compelling and effective logos, designs, print and digital media.
3. Create reels and videos for social media platforms through After Effects.
4. Maintain awareness of current industry and technology standards, social media, competitive landscape and market trends
5. Conceptualize and create engaging designs for print and digital media, including but not limited to advertisements, brochures, logos, social media graphics, website layouts, and email newsletters.
6. Develop and maintain the company's visual identity through consistent branding

Requirements:

1. Bachelor's degree in Graphic Design or related field
2. 2-5 years of experience in graphic design
3. Proficient in Adobe Creative Suite, Corel Draw, After Effects etc.
4. Strong communication, conceptual thinking and design skills
5. Retail Industry experience in clothing and apparel is preferred.