Job Title: Senior Graphic Designer

About Smartivity: Smartivity is a global educational toy company focused on developing engaging, innovative, and educational toys for children. Our products aim to inspire creativity, critical thinking, and hands-on learning.

Position Overview: We are looking for a talented and experienced Senior Graphics Designer to join our dynamic team. The ideal candidate will be responsible for creating visually appealing and effective designs for our Amazon storefront and Direct-to-Consumer (D2C) website. This role requires a strong creative vision, attention to detail, and the ability to work in a fast-paced environment.

Key Responsibilities:

- Design and develop high-quality creatives for Smartivity's Amazon listings, including product images, A+ content, and promotional banners.
- Create visually compelling graphics for the Smartivity D2C website, including homepage banners, product pages, and landing pages.
- Collaborate with the marketing team to understand project requirements, target audience, and brand guidelines.
- Ensure consistency in design across all platforms and maintain the visual integrity of the Smartivity brand.
- Stay up-to-date with the latest design trends, tools, and technologies to continuously improve design quality.
- Manage multiple projects simultaneously, meet deadlines, and adapt to changing priorities.
- Provide creative input and suggestions during brainstorming sessions and team meetings.
- Mentor and guide junior designers, providing constructive feedback and support.

Qualifications:

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- 4+ years of experience in graphic design, preferably with experience in e-commerce and D2C platforms.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant design tools.
- Strong portfolio showcasing a variety of design projects, including e-commerce and web design.
- Excellent understanding of color theory, typography, and layout principles.
- Ability to work independently as well as collaboratively in a team environment.
- Strong communication skills and attention to detail.
- Experience with motion graphics and video editing is a plus.

Interested candidates are invited to submit their resume, portfolio detailing their relevant experience to pulkit@smartivity.in