

HeF Clothing

Design Associate - Graphic and Fashion

HeF Clothing is a premier lifestyle brand offering an expanding line of streetwear and sportswear. We are pioneers in the Pakistan's urban apparel industry and represent a truly unique opportunity to accelerate your career in a fun, dynamic and fast paced environment that fosters expression, creativity and harmony. We are committed to creating a diverse and inclusive work environment where anyone and everyone can feel comfortable.

We are looking for a passionate and dynamic individual to lead all of our fashion and graphic design activities, with a view to making HeF Clothing a trusted and respected brand as well as the premier destination for streetwear and sportswear fashion in Pakistan. The Design Associate - Graphic and Fashion will report directly to the CEO.

The Design Associate - Graphic and Fashion plays a vital role in all aspects of the business including web design (homepages, landing pages and banners), emails, texts, social media, direct mail, store signage, catalog production, on-product design, print advertisements, presentations and other collateral.

In addition he/she will be responsible for:

- Designing emails, homepage banners, lookbooks, and designs for e-commerce and brick & mortar stores (website, social, store signage, direct mail, flyers etc.)
- Ability to make updates and upload content including scheduling, emails and site content changes.
- Develop projects from concept to final traditional print and digital print.
- Create new and unique ideas and adapt key elements across channels while maintaining overall brand consistency and voice.
- Assist in leading the creation of fresh marketing ideas to propel the business
- Developing designs from inception to production, including color, theme, graphics, print, silhouette, etc.
- Understands market competition, keeping up-to-date with pop culture, advertising strategies, and fashion trends.
- Maintaining knowledge of the current market to identify trends in color, fabric, patterns, etc.
- Creating, evaluating and reviewing pitch sheets and place artwork .
- Presenting seasonal trend research reports.
- Working with sample room and local vendors to create sample presentations
- Ensuring quality of all products in collaboration with the technical team.
- Work closely with key members of the team to ensure brand standards and voice.
- Attend daily team meetings to discuss engaging content and brand voice.
- Maintain a strong understanding of the fashion industry and keep abreast of fashion trends.
- Taking on additional projects as needed.

Qualifications

- 3-5 years of graphic design experience, preferably in retail, fashion or agency environment.
- Ability to take direction and concepts and apply them to own designs, but should also be comfortable conceptualizing own ideas.
- Ability to multi-task, balance multiple projects and manage time and workflow in order to meet strict deadlines.
- Strong communication skills, both written and verbal. Awareness of fashion trends with the creative ability to adapt new trends in Visual Merchandising for stores.
- Experience working with creative software, i.e. Adobe Creative Suite (Illustrator, Photoshop and Premiere).
- Basic HTML knowledge on MAC.
- Advanced knowledge of social media platforms, i.e. Facebook, Instagram and Pinterest.
- Experience working with productivity software, i.e. Google Suite (word processing, spreadsheets and presentations).
- Advanced knowledge of social media platforms, i.e. Facebook, Instagram and Pinterest.
- Great communication skills to work smoothly with internal and external stakeholders.
- Strong analytical skills.
- Proven track record of effecting change and making things happen.
- Passionate about execution.
- Driven, ambitious and comfortable breaking new ground in a start-up environment.
- Commitment to setting and maintaining high standards.

Additional Information

Competencies

- Results Orientation
- Effective Communication
- Analytical Thinking
- Adaptable/Open to Change
- Customer Orientation
- Accountability/Ownership
- Teamwork

Location: Karachi, Pakistan with opportunities to work remotely.