

GRAPHIC DESIGNER

The **GRAPHIC DESIGNER** is an entry-level position in the design department. The designer works independently on assigned projects, or as a member of a project team. The designer works up concepts and fulfills layout assignments according to supplied strategic and creative input. The designer works with the creative and account services, or with outside contractors (freelancers and vendors) to complete design requirements or supervise in-house production, but more typically works under the direction of an art director or creative director. Reports to the creative director, or designated art director.

Knowledge of production processes, with experience using in digital illustration and layout software including Photoshop, Illustrator, InDesign, After Effects and other industry design and production software; drawing skills; printing processes and specification; paper specification; ink specification; familiarity with type styles, type design and type specification; stock photography; computer retouching and image manipulation; art direction of original photography; and good communication skills are desirable.

REPORTS TO: CREATIVE TEAM & PROJECT MANAGER

RESPONSIBILITIES:

- Provides design and illustration (digital and/or traditional) from conception to completion as required.
- Works with art director/copywriter teams to concept and complete assigned projects and campaigns.
- Assists account teams with presentations for creative and new business pitches.
- Works with independent contractors (freelance illustrators, photographers, etc.) as required per assignment, under supervision of designated art director/senior art director/creative director, and in conjunction with production manager to meet assigned deadlines.
- Maintains high skill levels in software programs required to perform assigned job functions; takes training in the use of new design and illustration software as the agency requires.
- Assists in archiving and maintaining digital files, project hard copies, photography, illustrations, logo art, type styles, historical collateral samples, etc., of client materials and resources, and in maintaining a log of said archives to assist other department members in locating necessary files and references.
- Maintains current computer software skills compatible with the needs of other creative team members.
- Notifies designated purchasing personnel or creative director when hardware/software requires updating or servicing.
- Maintains internal and off-site digital file backups for in-progress jobs; uploads completed project files to agency Digital Asset Management archive system.
- Maintains reasonable inventory of necessary art supplies for fulfillment of design responsibilities.