

Graphic Designer / Creative Team Lead

Graphic Designer duties and responsibilities – for the right candidate Creative Team Lead

The duties and responsibilities of a Graphic Designer include:

- Translating client needs and branding strategies into design strategies
- Designing visual concepts using graphic design tools including design software
- Selecting colors, fonts, photographs, layouts and other design elements to communicate creative concepts
- Collaborating with art directors, branding experts, front end developers, marketing, content and other professionals to create media
- Ability to work with a creative team utilizing the strengths of the team in designing print, photography, video, web and our agonline product portals
- Working quickly and efficiently with great attention to detail

Graphic Designer skills and qualifications

Graphic Designers need a wide range of skills to visually convey concepts. Important skills and qualifications include:

- Mastery of graphic design software
 - Specifically the Adobe Suite, fluent in In Design, Illustrator, Photoshop, XMPie, HTML a plus
- Solid knowledge of design and visual principles
- Understanding campaigns and how multi-channel marketing works together is a plus
- Demonstrated portfolio showing creative, design and software skills

- Ability to evaluate choices critically, with the customer needs in mind
- Ability to communicate design choices clearly
- Understanding design in a B2B environment
- Great multi-tasking skills and ability to work under pressure

• **Graphic Designer salary expectations**

- The average Graphic Designer's salary varies, This is an hourly position that can lead to a salaried position. Pay rates can vary greatly, depending on a designer's creative talent, experience and responsibilities.

• **Graphic Designer education and training requirements**

- Most Graphic Designers have a bachelor's degree in art, graphic design or a related field. Many companies make exceptions, however, for candidates with stellar portfolios or real-world experience. Some applicants may also have associate's degrees or additional training completed from community colleges or graphic design programs. This position will be based on experience and a skill design exercise.

• **Graphic Designer experience requirement**

- Even entry-level Graphic Designers need experience. Many degree programs help student designers build portfolios while studying, and all candidates should have examples of their work. Midlevel Graphic Designers will have portfolios demonstrating professional work including pieces from specific campaigns or projects.

Email your resume to cburchell@alphagraphics.com