

<https://digitalcovet.com/careers/graphic-visualizer>

Graphic Visualizer

Description

As a Graphic Visualizer, you will play a crucial role in transforming concepts and ideas into visually appealing and impactful designs. Your creative vision and artistic expertise will help our company effectively communicate its message to our target audience. You will collaborate with the design team, marketing department, and other stakeholders to produce compelling graphics and illustrations that align with our brand identity and marketing objectives.

Responsibilities

- Conceptualize and create visual assets such as illustrations, infographics, banners, social media graphics, and other promotional materials.
- Collaborate with the design team and stakeholders to understand project requirements and ensure design solutions meet the brief.
- Brainstorm and pitch creative ideas and concepts for various marketing campaigns and projects.
- Use graphic design software and tools to execute designs with precision and creativity.
- Ensure all visual content adheres to brand guidelines and maintains consistency across different platforms.
- Stay updated with industry trends and best practices to improve the quality and effectiveness of designs continually.
- Adapt and modify existing designs for different purposes and formats as required.
- Work under tight deadlines while maintaining high accuracy and attention to detail.
- Receive and incorporate stakeholder feedback to refine designs and achieve the desired outcome.

Requirements:

- Bachelor's degree or equivalent in Graphic Design, Visual Communication, or a related field.
- Proven experience as a Graphic Visualizer or a similar role, with a strong portfolio showcasing your creative work.
- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or other relevant tools.
- Solid understanding of design principles, composition, typography, and colour theory.
- Strong communication skills and ability to effectively collaborate with cross-functional teams.
- Excellent time management skills with the ability to handle multiple projects simultaneously.
- Knowledge of printing processes and specifications for preparing print-ready designs is a plus.
- Familiarity with web design principles and user interface (UI) design is advantageous.

Employment Type

Full-time

Job Location

Mumbai, Maharashtra, India

Base Salary

₹ 25000 - ₹ 35000

Experience

1-3 Years

Education

Bachelor's degree or equivalent

Industry

Advertising and Marketing

Working Hours

9 Hours

Date posted

30/07/2023

Valid through

29.02.2024

Skills

- Graphic design and visual communication
- Illustration and digital artistry
- Infographics and data visualization
- Branding and logo design
- Typography and layout design
- Attention to detail
- Creativity and innovative thinking
- Time management and multitasking
- Collaborative and team-oriented approach
- Excellent communication skills