

Creative Designer (Lahore)

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Company: AirKart

Location: Lahore

Category: architecture-and-engineering

Key Responsibility Areas & Activities:

- Presenting concept visualization through graphics, creatives & illustrations
- Overseeing design changes and improvements throughout the development process
- Overseeing daily tasks tied to creative production
- Integrating technical and visual solutions into a design concept
- Understanding trends within the scope of the industry
- Using graphic design and other relevant software (Premier pro etc.)
- Proficiency in Adobe systems such as Photoshop and Flash
- Possess an understanding of all marketing & advertising campaigns
- Design website creatives, social media creatives, brochures, logos, signs, magazine covers, annual reports, advertisements, in-store branding, and other communication materials
- Work cross-functionally with other departments to gain an understanding of what they want their proposed communications to look like. Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications
- Benchmarking marketing budget expenditures against projections
- Providing analysis to ensure the project stays within brand standards
- Brainstorm new and creative growth strategies
- Oversee our social media accounts
- Manage relationships with third-party digital agencies

Qualifications, Experience, Knowledge, Competencies & Skills Requirements:

- Degree in Design, Fine Arts or related field
- A strong portfolio of illustrations or other graphics
- Proven graphic designing experience
- Excellent communication skills and able to confer advice and suggestions from all stakeholders
- Able to handle several projects simultaneously
- Must be able to collaborate and get along with others when they work as part of a team
- A keen eye for aesthetics and details
- Analytical and insightful attention

to detailâ€¢ Organized and efficient multitasker, and should be able to work under pressureâ€¢ Skills in graphic design with a good sense of layout best practicesâ€¢ Have Digital or print production expertiseâ€¢ Able to handle the stress of multiple high-pressure deadlinesâ€¢ Up-to-date with the latest trends and best practices in online marketing and measurementExperience: 3 to 5 YearLocation: Lahore

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