

## Senior Creative Designer

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Company: Avanza Innovations

Location: Karachi

Category: other-general

**Position Overview :**We are seeking a seasoned Senior Creative Designer to join our dynamic marketing team. You will be playing a pivotal role in shaping our brand's digital presence by leading creative initiatives, creating engaging visuals and 2D animations, collaborating with cross-functional teams, and ensuring brand consistency across all touchpoints.

**The Opportunity :**From visualizing interactive experiences to creating immersive storytelling, you will lead the charge in creating content that resonates with our audience across diverse digital and offline platforms.

**Job Description:**Lead the conceptualization and production of visually stunning content across a range of digital platforms, including social media, print media, email campaigns, and emerging channels. Develop and maintain a consistent visual identity and design language across all marketing materials and touchpoints, ensuring alignment with brand standards and objectives. Create engaging visuals for digital media and have basic expertise in creating 2D animations and motion graphics. Create visual elements, including graphics, illustrations, presentations, and infographics that meet our brand guidelines. Manage multiple projects simultaneously and meet tight deadlines. Stay up to date with industry trends, new software/tools and suggest ways to innovate with the use of AI. Collaborate closely with cross-functional teams to understand project objectives, target audience insights, and brand guidelines, ensuring strategic goals and messaging alignment. Manage and maintain our visual asset library, ensuring that all assets are up to date, organized, and easily accessible to cross-functional teams.

**Who We're Looking For (Ideal Candidate):**Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premier, After Effects, Animate etc.) Bachelors/Diploma in Media Studies, Visual Studies or Fine Arts. 5-7

years of minimum related professional experience in graphic design, visual communications, or related fields. Good understanding of modern content formats and platforms, as well as a flair for visually captivating storytelling. Strong portfolio showcasing a variety of branding, creative designs, and motion design projects. Detail-oriented with a keen eye for visual aesthetics. Demonstrated ability to work efficiently under pressure and adapt to changing project requirements. If you're a passionate individual with a knack for storytelling and a hunger to explore the possibilities of Nascent Technologies, we encourage you to apply! Note: We are an equal-opportunity employer and value diversity at our company. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status. #J-18808-Ljbfrr

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