JOB DESCRIPTION
Design

Key Requirements:

- 3+ Years of relevant work experience.
- Bachelor's degree in a related field or any field.
- Proven experience as a Visualiser, Visual Designer, or a similar role with demonstrated leadership and project management capabilities.
- Extensive portfolio showcasing a range of visually compelling and conceptually strong design work.
- Expertise in graphic design software tools, including Adobe Creative Suite.
- Strong understanding of design principles, composition, color theory, typography, and visual storytelling techniques.
- Excellent artistic and creative skills, with a keen eye for detail and aesthetics.
- Strong leadership, mentoring, and team management abilities, with the capacity to inspire and motivate others.
- Effective communication and presentation skills to articulate visual concepts, rationale, and design strategies to stakeholders.
- Proven ability to manage multiple projects, prioritize tasks, and meet tight deadlines.
- Knowledge of user interface (UI) design principles and interactive design is a plus.

Key Responsibilities:

- Lead visual design projects, from conceptualization to execution, ensuring adherence to project objectives, timelines, and quality standards.
- Provide artistic direction and guidance to junior visualisers, fostering their professional growth and development.
- Develop visual concepts and designs that effectively communicate key messages ensuring alignment with project objectives and timelines incorporating feedback and recommendations.
- Lead design presentations to stakeholders, effectively communicating design concepts, strategies, and project updates.
- Collaborate with the design and marketing teams to understand brand requirements, target audience, and creative briefs.
- Incorporate feedback and suggestions to refine designs and ensure alignment with brand guidelines and visual identity.
- Stay updated with design trends, emerging technologies, and industry best practices to propose innovative visual design solutions and push the boundaries of creative excellence.

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- Conduct regular design reviews to provide constructive feedback and ensure the overall quality of visual deliverables.
- Maintain a strong understanding of the target audience, market trends, and competitors to create designs that resonate with the intended audience.
- Continuously explore and experiment with new techniques, tools, and mediums to enhance the visual storytelling capabilities of the team.
- Handle multiple client deliverables simultaneously and meet deadlines.
- Continuously improve design processes and workflows to enhance efficiency and effectiveness.

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