



## Sr. Graphic Designer - Job description

**Position:** Sr. Graphic Designer

**Experience:** 5-8 years

**Reporting:** Creative Director

### POSITION OVERVIEW:

This role requires multi-lateral thinking that considers an attendee's journey through an experience – from start to finish and all the experiential touch points along the way. For this role, we're looking for an inspired, and strategic graphic designer who is experienced in creating on-brand, meaningful and compelling visuals that result in elevated experiences for optimal spatial impact. You are a dark master wizard of Photoshop and Illustrator with skills that will scare mere mortals. The ideal candidate is a design thinker and should be passionate and capable of drawing inspiration from various design disciplines, art and culture. They should showcase a willingness to be engaged with, and immersed in current trends and cultures that informs their work. As a senior designer the candidate should feel comfortable guiding and mentoring junior members of the team alongside the creative director.

They should also bring with them an awareness of the diverse media landscape for interesting and unexpected mediums of creative expression. The Graphic Designer works with the creative team to support the development of a wide range of creative solutions – from specific visual assets and presentations, to conceptual mock ups, illustrations, and environmental graphics.

### PRIMARY RESPONSIBILITIES:

- Bring multiple conceptual and design solutions for all assignments.
- Create high quality design solutions from concept to production – from concept sketches and ideation to creating production files across print and digital mediums.
- Create storyboards, initial design concepts through final deliverables.
- Comfortable and confident in working with large format graphics for print production.
- Work closely with the Creative Director to support design solutions with strategic intent.
- Excellent at managing multiple projects with tight deadlines.
- Comfortable with rapid ideation and willing to showcase design agility.
- Collaborate and support the team in creating communications materials.
- Comfortable working with other designers and design/creative leadership and freelancers.



## REQUIRED SKILLS & EXPERIENCE:

- 5-8 years working within an event and experiential agency, design firm, ad agency or other creative team environment.
- BFA in Graphic Design (Commercial Art) or similar
- Burgeoning conceptual thinker who possesses a wide range of design capabilities
- Strong portfolio demonstrating experience in working with environmental graphics – from large format prints to thinking through diverse way finding solutions. Portfolio must illustrate an understanding and execution of design trends and modern aesthetic.
- Must be able to design exciting and stunning 3D broadcast quality event logos and theme graphics.
- Solid background in print design and production is a key, particularly with large format graphics, digital design experience and knowledge.
- Successfully manages their time, work flow and schedule in order to meet strict and sometimes aggressive deadlines.
- Possess excellent verbal and written communication skills.
- High competence using Adobe Creative Suite (Adobe Photoshop, Illustrator, and InDesign) and Microsoft Office Suite (especially PowerPoint)
- Understanding of typography and layout design.
- Excellent sketching skills.
- Experience designing materials for events (i.e. marketing collateral, trade show/exhibit, conference, environmental, etc.) is considered an asset.
- Ability to manage multiple projects and meet defined deadlines while collaborating with other designers and freelancers.
- Capable of handling direction and constructive feedback.
- While we strongly believe in a work-life balance, you should not have an issue working late nights to meet a deadline.