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# Example of Digital Graphic Designer Job Description

Our company is growing rapidly and is looking for a digital graphic designer. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for digital graphic designer

* Assist in production of email advertising, using some html and gif animations
* Contribute to the development of visual branding elements and standards for our brand
* Follow market visual trends and apply a keen understanding of the marketplace to make decisions that will maximize the effectiveness of creative
* Responsible for the conceptualization and implementation of digital design solutions that align with marketing strategies, initiatives and programs
* Analyze, refine and push our existing designs to make them better
* Develop conceptual graphics, interactive data-driven charts, and infographics to increase impact and readability of Digital Market Research deliverables (reports, articles, Web pages)Design, format, and deliver eBooks
* Maintain brand guidelines and best practice documents
* Partner with Zoro Marketing Team to understand and plan monthly deliverables
* Creates static graphics and animation designed in ways that deepen engagement with the brand
* Employs A/B testing and other processes that lead to insights about which creative will perform best with audiences

## Qualifications for digital graphic designer

* Experience working in an Enterprise Content Management System is preferred but not required
* A great eye for details and consistency
* Solid MS Office skills, especially PowerPoint
* Applicants must be pursuing a Design degree at an accredited school and have completed 30 semester hours prior to the start of the internship
* Applicants must have a minimum cumulative GPA of 3.0
* Must have 2-3 years of experience in a similar role