Downloaded from <https://www.velvetjobs.com/job-descriptions/graphic-design-specialist>

# Example of Graphic Design Specialist Job Description

Our innovative and growing company is hiring for a graphic design specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for graphic design specialist

* Design and develop all collateral items such as Product Bulletins, White Papers, Ads, Catalogs, Trade Show Graphics
* Layout and design all marketing collateral
* Development of creative material such as graphics for tradeshows and events, marketing collateral, and web assets (resize images, landing pages)
* 10% - Serve as the CCEA design liaison to other departments including Trend & Design, In-Store Environment, Marketing, Associate Communications
* Graphic design and layout of advertisements, postcards, brochures
* 20% - Manage projects and creative timelines, ensuring all deliverables are designed, proofed and delivered on time
* Determines size and arrangement of illustrative material and copy
* Ability to determine the cause of problems and determine solutions
* Participate in research procedures, brainstorms and info sessions
* Provide graphics and desktop publishing for the creation of owner's manuals and installation of replacement parts

## Qualifications for graphic design specialist

* Minimum of 5 years experience in graphic design
* Consumer retail marketing experience preferred
* Familiar with all stages of creative development (from strategy/briefing and conceptualization to final production) with a knowledge of print production
* Experienced in reviewing/proofreading numerous versions of creative pieces
* Can handle multiple projects and has flexibility to work overtime
* HTML5 / Flash