Downloaded from <https://www.velvetjobs.com/job-descriptions/graphic-designer-senior-designer>

# Example of Graphic Designer / Senior Designer Job Description

Our innovative and growing company is searching for experienced candidates for the position of graphic designer / senior designer. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for graphic designer / senior designer

* Critical thinking that uses logic and reasoning to identify the strengths and weaknesses or alternative solutions, conclusions or approaches to design problems
* Ensure design consistency within specific property materials consistency with other American Campus properties according to ACC branding guidelines, publication guidelines and university branding specifications
* Balance tight deadlines with great design and precision
* Support and participate in the annual design campaign process by mentoring and providing direction to the Creative Team
* Designs and animates 2 dimensional or 3 dimensional characters that will convey the emotion or the purpose intended clearly and logically to the players
* Designs and produces marketing communications deliverables for business line marketing including interpreting the application of our brand guidelines
* Communicates and interacts with internal and external clients, such as vendors, contractors, and other team members to finalize marketing communications deliverables by providing guidance and recommendations for final production
* Work closely and collaboratively with the creative team on all creative projects
* Supports the marketing teams in creating sales materials
* Update and maintain standard marketing collateral on a cyclical basis

## Qualifications for graphic designer / senior designer

* Advanced skills in Powerpoint, Word, Excel
* Understanding of marketing campaign development and the various mediums to execute a fully integrated campaign
* Typography knowledge
* Good knowledge of printing technology and colorimetric
* Strong ability to pitch and present work to stakeholders and global clients in an eloquent and professional manner
* Experience building style guides for various campaigns