



Example of Visual Designer Job Description

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

Responsibilities for visual designer

- Collaborate with Traffic Manager to ensure correct and consistent online solutions are executed and met
- Create stunning graphics for our clients, with or without strong client brand guidelines
- Collaborate closely with Product Marketing, UI/UX designers, and content strategists
- Create and deliver beautiful executions that work well for our internal and external partners/teams on time and at high quality
- Work with designers and dev integrators to ensure quality of visual and interaction are met and exceeded
- Work with internal and external brand teams to ensure designs align to brand strategies and mission
- Working closely with members of the product management and marketing teams to align the product strategy with target audience needs, brand positioning, and team resources
- Participate in the brainstorming of and creation of concepts for best-in-class user experiences
- An aptitude for storytelling and presenting your ideas and opinions in a thoughtful and engaging way
- Create customer-centric designs by integrating marketing objectives, target audiences, and creative assets into branded experiences

Qualifications for visual designer

- Consumer centric design process background with proven ability to deliver design for product families that align with brand vision
- A strong portfolio demonstrating breadth and creativity in successful product design, versatility with design and rapid prototyping tools and methods, and a strong understanding of design and creative process is required
- Able to effectively communicate ideas to our visitors through the manipulation of form, content arrangement, light and color
- Expert in applying visual hierarchy, interaction design, information design, color, typography, iconography, in the context of a existing or new design direction
- To maintain and develop a consistent level of VM across the network
- To support for specific in-store events of the assigned area