

Illustrator Job Description

- Produce unique, engaging, and breadth-taking illustrations that bring creative concepts to life
- Prepare rough sketches or drafts based on project requirements and specifications
- Ensure initial sketches are transformed into refined, high-quality illustrations that effectively meet project objectives
- Test different techniques, styles, and visual storytelling approaches to determine which is best to use for a project
- Use several and various colors, graphics, and effects to better visualize each concept
- Format images by utilizing computer-aided design (CAD) software
- Actively participate in brainstorming sessions with the marketing and design team to come up with image ideas
- Examine and define budget or time limitations
- Carry out research and interpret design, as well as retail market trends
- Stay current with new trends and industry best practices to gain fresh ideas and insight for better work delivery
- Collaborate with fellow designers and creative directors to improve ideas and enhance creativity
- Utilize AI-powered tools to enhance concept development and to explore new ways of applying creativity
- Balance client needs with creative vision, ensuring brand guidelines and project goals are strictly followed in all projects.