

Senior Graphic Designer Job Description

- Utilizing various mediums to achieve artistic or decorative effects, most importantly by computer technology.
- Leading a team of lower-level graphic designers.
- Designing and/or creating artwork to meet specific marketing or promotional needs.
- Conceptualizing, planning, designing, and producing a wide range of specialized graphics, typesetting, and/or illustrative materials.
- Overseeing and managing all design projects from conception to delivery.
- Generating ideas to portray concepts and the advertisement of products and/or services.
- Staying up-to-date with the latest industry trends, developments, and tools.
- Improving user-friendliness in digital products.
- Liaising with marketing and design teams to ensure that deadlines are met.
- Carrying out reviews on junior designer drafts to ensure quality.