



GRAPHIC DESIGNER

DUTIES

- The Graphic Designer conceptualizes and produces visual communications materials that combine images and typography.

- Main duties:
 - Analyze the need, gather the information, make proposals (a visual identity, image, etc.) for a paper- or web-based format.
 - Depending on requirements and objectives, choose the best text/image pairing.
 - Design a logo, complete a drawing or an illustration.
 - Modify and/or lay out communications materials: sales brochures, internal documents, advertisements, invitation cards, Powerpoint presentations, etc.
 - Maintain the company's corporate identity and participate in efforts to keep it up to date.
 - Work within production, deadline and budgetary constraints.