SENIOR CREATIVE GRAPHIC DESIGNER

Job Ref. No: #JDMPR1758

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Senior Creative Graphic Designer
- **Job Type** : Full Time
- **Industry** : Advertising & PR Industry
- **Department** : Design & Art Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for **Senior Creative Graphic Designer** in Pakistan. This job may require you to spearhead the visual communication of our brand through innovative and compelling designs. You will be responsible for conceptualizing and creating a wide range of visual assets, including marketing materials, website graphics, social media content, and presentations. As a Senior Creative Graphic Designer, you will collaborate with various teams, including marketing, product development, and content creators, to ensure consistent and impactful visual representation across all platforms. You will play a key role in maintaining brand consistency, ensuring that all designs align with our brand guidelines and resonate with our target audience. Your creativity and expertise will be instrumental in enhancing our brand image, captivating customers, and driving engagement with our products and services. As a senior member of the design team, you will be expected to mentor and guide junior designers, fostering a collaborative and innovative work environment.

Primary Responsibilities

Primary Roles and Responsibilities for Senior Creative Graphic Designer at Moris Media:

1. Conceptualize and create visually appealing and effective designs for a wide range of platforms, including print, digital, and social media.
2. Collaborate with marketing, product development, and content teams to understand project requirements and translate them into impactful visuals.
3. Develop and maintain a strong understanding of Moris Media's brand guidelines and ensure all designs align with the brand identity.
4. Create original and innovative designs for marketing materials, website graphics, social media content, presentations, and other visual assets.
5. Ensure consistency in visual communication across all platforms, maintaining a cohesive brand image.
6. Stay up-to-date with the latest design trends and technologies to create modern and engaging visuals.
7. Provide creative direction and feedback to junior designers, mentoring and developing their skills.
8. Collaborate with the marketing team to develop effective visual strategies for campaigns and promotions.
9. Ensure all designs are optimized for different devices and platforms, including desktop, mobile, and tablet.
10. Work closely with web developers to implement designs seamlessly on websites and other digital platforms.
11. Manage multiple design projects simultaneously, ensuring timely delivery and high-quality output.
12. Maintain an organized and efficient workflow, utilizing project management tools and adhering to deadlines.
13. Conduct research and gather inspiration to inform design decisions and stay ahead of industry trends.
14. Present design concepts and ideas to stakeholders, clearly articulating the rationale behind design choices.
15. Continuously seek opportunities to improve design processes and enhance the overall visual communication of Moris Media.

Required Skills

Primary Skills and Experience Required for Senior Creative Graphic Designer at Moris Media:

Skills:

- Strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant design software.
- Exceptional creativity and artistic vision, with the ability to translate ideas into visually appealing and impactful designs.
- Excellent understanding of design principles, including typography, color theory, layout, and composition.
- Ability to work independently and collaboratively, taking initiative and ownership of projects.
- Excellent communication and presentation skills, with the ability to articulate design concepts and rationale effectively.
- Strong attention to detail and commitment to producing high-quality work.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Openness to feedback and willingness to learn and grow professionally.
- Experience with web design and development (HTML, CSS) is a plus.

Experience:

- 3-7 years of experience in a graphic design role, preferably with experience in a corporate or agency setting.
- A portfolio showcasing a diverse range of design projects, demonstrating creativity, versatility, and technical skills.
- Experience working with marketing and branding teams to develop visual communication strategies.
- Experience in mentoring and guiding junior designers is a plus.

Additional Requirements:

- Openness to travel as required for business purposes.

Personality Type:

- Creative and innovative thinker
- Strong communicator and collaborator
- Detail-oriented and organized
- Adaptable and flexible
- Passionate about design and visual communication

Qualifications & Experience

Qualification Required for Senior Creative Graphic Designer at Moris Media:

- **Education:**
  - Bachelor's degree in Graphic Design, Visual Communication, or a related field.
  - A strong portfolio showcasing a diverse range of design projects.
- **Technical Skills:**
  - Expert proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).

- Proficiency in other design software (e.g., Sketch, Figma).
- Familiarity with web design principles and technologies (HTML, CSS).
- Experience with video editing software (e.g., Premiere Pro, After Effects) is a plus.

Additional Requirements:

- Openness to travel as required for business purposes.

Technical Specifications:

To effectively perform the duties of a Senior Creative Graphic Designer at Moris Media, the ideal candidate should possess the following technical equipment and resources:

- High-performance Laptop or Desktop
- High-speed Broadband Internet Connection
- Virtual Workstation (physical or virtual)
- Drawing Tablet (optional, but recommended)

Salary:

We offer a competitive salary and benefits package commensurate with experience and qualifications. Salary will be discussed in more detail with shortlisted candidates.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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