

# Job Title: Graphic Designer

**Location: BKC, Mumbai**

**Duration: 3 Months**

## **Job Description:**

The Graphic Designer Intern will be an integral part of our merchant banking firm's marketing team, responsible for creating visually compelling designs that effectively communicate our brand message, enhance marketing collateral, and support various digital and print initiatives. This role offers an exciting opportunity to gain hands-on experience in graphic design within the dynamic environment of the financial industry.

## **Key Responsibilities:**

1. Collaborate with the marketing team to **conceptualize and design a wide range of marketing materials, including digital assets, presentations, infographics, brochures**, and print advertisements.
2. Translate marketing objectives and messaging into **visually engaging designs that resonate** with our target audience and reflect the firm's brand identity and values.
3. Use **industry-standard design software, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign)**, to create high-quality graphic assets with attention to detail, typography, and layout composition.
4. Assist in the development and **execution of visual branding elements, including logos, icons, color palettes, and typography styles**, to ensure consistency across all marketing communications.
5. Collaborate closely with the **marketing team to understand project requirements**, provide creative input, and deliver design solutions that meet or exceed expectations within established timelines.
6. Adapt and **optimize designs for various digital platforms and marketing channels**, ensuring compatibility and effectiveness across web, social media, email, and other digital mediums.
7. Maintain organized file **management and version control for design assets, ensuring accessibility** and efficient workflow for ongoing projects and future revisions.
8. Stay informed about **industry trends, design best practices, and emerging technologies** to continuously improve skills and stay ahead of the curve in graphic design innovation.
9. Support the marketing team with other design-related tasks and projects as needed, demonstrating **flexibility, creativity, and a willingness to contribute** to the team's success.

## **Tool Knowledge:**

1. Proficiency in **Adobe Creative Suite (Photoshop, Illustrator, InDesign)** for graphic design, image editing, and layout composition.
2. Familiarity with design software and tools for creating digital assets, presentations, and infographics (e.g., **Canva, Sketch, Figma**).
3. Basic understanding of **HTML/CSS** and web design principles for creating digital graphics and optimizing designs for online platforms.
4. Knowledge of **print production processes and specifications for preparing design files** for print collateral.

#### **Key Result Areas (KRAs):**

1. **Creative Design Execution:** Demonstrating proficiency in creating high-quality visual designs across various platforms, ensuring consistency and alignment with brand identity.
2. **Collaboration and Communication:** Actively participating in team discussions, providing valuable input, and effectively communicating project updates and ideas to team members.
3. **Timely Delivery:** Completing assigned design tasks within specified deadlines, demonstrating time management skills and ability to prioritize tasks effectively.
4. **Adherence to Brand Guidelines:** Ensuring all design outputs maintain brand consistency and adhere to established brand guidelines and standards.
5. **Continuous Learning and Development:** Actively seeking opportunities for skill enhancement and staying updated on industry trends, tools, and techniques to improve design capabilities.
6. **Creative Problem-Solving:** Demonstrating creativity and resourcefulness in overcoming design challenges, offering innovative solutions to meet project objectives.
7. **Quality Assurance:** Conducting thorough reviews and quality checks on design outputs to ensure accuracy, functionality, and visual appeal.
8. **Team Collaboration:** Actively engaging with team members, contributing to a positive team environment, and supporting collaborative efforts to achieve project goals.