

Job Title : Senior Officer, Creative Design

OVERALL PURPOSE:

- ◆ Responsible for exploring, creating, improving and developing new creative ideas and visual designs in all forms and formats. Responsible for the whole creative process from concept to execution with minimal supervision. Ensure all branding meets a high standard of execution and mentor the team of designers in improving their skillset.

RESPONSIBILITIES:

- ◆ Develop and implement visual concepts and designs for all marketing campaigns, including digital and branding, social media campaigns, website design and more
- ◆ Collaborate with digital and content team to explore new idea concepts and designs to raise the level of branding and visibility
- ◆ Mentor the team of designers and guide them to be proficient in conceptualization, designing, motion graphics and video editing
- ◆ Create and maintain style guides, design templates and best practices to ensure consistency of visual identity across all marketing channels
- ◆ Stay up-to-date with design trends, technologies and best practices to continuously develop and improve design process and workflow among the team
- ◆ Coordinate and supervise key photoshoots and video shooting
- ◆ Independently push for initiative campaigns and ideas outside of the day-to-day tasks

QUALIFICATIONS REQUIREMENTS:

- ◆ Bachelor's degree or equivalent experience in Graphic Design, Interactive Design or Visual Communications
- ◆ 8+ years of experience in graphic design, preferably in an agency or creative studio environment with a strong portfolio showcasing a variety of creative campaigns and TVCs or online videos
- ◆ Good understanding of User Experience (UX) / User Interface (UI) and digital design principles
- ◆ Excellent in Adobe Photoshop, Illustrator and related video-editing tools
- ◆ Able to supervise photo shoots and video shooting
- ◆ Regularly follow the latest trends on social media to incorporate into ideas and designs
- ◆ Attention to detail, good eye for design, and willing to explore new creative forms
- ◆ Good level of spoken and written English

Contact Info:

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