

## CREATIVE DESIGNER

<b>Department</b>	Creative
<b>Position Reports to</b>	Lead Creative Designer

### Purpose of the Role

The Creative Designer is responsible for conceptualizing and producing visually compelling designs that effectively communicate the clients' brand message across various materials and platforms.

### Duties and Responsibilities

The duties and responsibilities are as follows:

#### I. **Design Creation and Concept Development**

- Develop and create original designs for OOH advertising materials such as billboards, transit ads, posters, banners, and building wraps.
- Work closely with business development department to understand their brand, target audience, and campaign goals.
- Support the marketing team with visuals for proposals and promotional campaigns.
- Translate briefs into creative and impactful visual concepts that align with client objectives.

#### II. **Adapting Designs for Large-Scale Media**

- Adapt artwork to fit large-scale formats, ensuring designs are legible, striking, and effective from a distance.
- Ensure all designs meet printing specifications and maintain high resolution and quality control standards.

#### III. **Pre-Press and Production Preparation**

- Prepare final design files for printing with correct bleed, color profiles, and file formats.
- Review print proofs, ensuring alignment with the original design concept.
- Support the production team in ensuring quality during printing and installation.

#### IV. **Brand Consistency and Visual Identity**

- Maintain brand consistency across all creative materials by adhering to brand guidelines, color palettes, and typography standards.
- Ensure all designs reflect the client's visual identity and campaign tone.

#### V. **Innovative Design Solutions**

- Develop creative and practical solutions for unique spaces such as building wraps and unconventional outdoor locations.

- Explore innovative approaches to increase engagement.

**VI. Project and Time Management**

- Manage multiple design projects simultaneously while meeting deadlines.
- Maintain organized file systems for all ongoing and completed projects.
- Ensure timely delivery of all creative materials from concept to production.

**VII. Staying Updated with Industry Trends**

- Keep up to date with design software, printing technologies, and OOH design trends.
- Continuously explore new tools, techniques, and creative strategies for better campaign impact.

**VIII. Perform any other duties as may be assigned from time to time**

**Key Result Areas:**

The jobholder's accountability areas are outlined as follows:

- Timely delivery of design projects.
- Client satisfaction and positive feedback.
- Accuracy and print-readiness of design files.
- Consistency in maintaining brand standards.
- Innovation and creativity in campaign concepts.

**Knowledge and Skills Required:**

The jobholder must possess:

- A Minimum of Diploma in Graphic Design, Visual Communication, Fine Arts, or a related field.
- Minimum of 4 years of experience in creative design, preferably in OOH advertising, branding, or large-format printing.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Acrobat).
- Strong understanding of printing processes, color management, and large-format design principles.
- Excellent layout, typography, and visual communication skills.
- Attention to detail and commitment to quality.
- Creativity, originality, and a problem-solving mindset.
- Ability to work independently and in a fast-paced, collaborative environment.

**Application Process**

Interested candidates should submit a resume, cover letter detailing their current and expected salary, and copies of academic testimonials, highlighting their experience and interest in the position, to **operations@falconigc.com** by **13<sup>th</sup> November, 2025**. Please include "Creative Designer Job Application" in the subject line of the email.