



## ADVERTISING DESIGNER

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### JOB SUMMARY

Create award-winning ideas and concepts for print and digital communications to a target audience; present and communicate creative ideas through the preparation of presentation boards, models and physical samples; design visual and graphical elements to implement creative ideas onto intended media; develop copy language to enhance the communicated message; develop and produce designed items into production-ready output; and oversee production of created pieces to ensure produced items match intended design. Study graphic elements, determine size and arrangement of graphics and copy, select type, arrange layout, draw samples and prepare instructions for printers and other vendors. Participate in all aspects of creative, design and production, including client meetings and vendor supervision.

Contribute to the development of business opportunities and in attracting new clients.

### REQUIREMENTS

- Bachelor of Arts in field related to design, advertising or communications.
- Level I: Minimum 1 year related work experience. Alternately, a 3-6 month internship at Design Works® Studio may be substituted.
- Level II: Minimum 3 years related work experience.
- Level III: Minimum 5 years related work experience.
- Demonstrate ability to consistently create award-winning designs.
- Able to follow directions, written procedures and methodology.
- Able to focus on meticulous details and quality.
- Able to work independently within scope of assignment and cooperatively among team members.
- Able to manage multiple assignments.
- Able to convey ideas and creative strategy to others.
- Able to contribute to creative team.
- Proficient in the use of essential design software, including Adobe Illustrator, Photoshop and InDesign. Working knowledge of productivity tools, including Microsoft Word, Excel and PowerPoint.
- Proficient in the use of Mac computers. Working knowledge of PC computers.

### PHYSICAL QUALIFICATIONS

- Visual acuity (with correction) sufficient to make artistic judgments about layout and design.
- Manual dexterity to operate a computer or make manual sketches and drawings as required.

### ADDITIONAL SKILLS DESIRED

- Familiar with printing process, production, preparation of work-product for press output and experience with press checks.
- Familiar with web design and methodology.

**Please submit your résumé and a link to your portfolio to [kelly.jones@designworks.net](mailto:kelly.jones@designworks.net) or fax 817.276.2536**