

GRAPHIC DESIGNER

Reporting to Visual Merchandising Manager

Contact:

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Job Description

About this role:

Creation and design new visual ideas/projects in accordance with the brand, the trends and the marketing choices to optimise sales and introduce customers to new product.

Play a key role in enhancing the customer experience.

Duties

- Providing creative solutions for Marketing and VM materials, including new photo shooting, printed and digital campaigns, posters, catalogues, brochures, showcards, logos (VI), advertisements, all graphic for POP/floorset and other communication materials;
- Responsible for the realization of new photo-shooting, in collaboration with the Marketing team, in USA, Europe or in Asia (from brief, to organization, to quality control of the final result);
- Translating designs into manuals, update the documents of the previous collection;
- Verification of the viability of the project, research of the suppliers, realization of quotation and verification of the budget/timing approval;
- Management of all the production process and set-up through closely working with marketing & retail operation team;
- Work closely with our Sales Team to ensure new concept are used consistently and effectively by our markets.
- Design and develop all graphics for exhibitions, fairs, special events, company meetings;
- Constantly use and keep updated "Asana" for the creative process and for your daily work in order to have a uniform, effective and efficiently working environment.

Requirements:

- Proficient in Adobe's Creative Suite—including Photoshop, Illustrator, InDesign
- Fluent in English (Mandarin would be a plus)