GRAPHIC DESIGNER

Job Ref. No: #JDMPR2248

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Graphic Designer
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Design & Art Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for **Graphic Designer** in Pakistan. This job may require you to engage deeply with under Moris Media and moCal. As creative advertising and collaborate closely with various brands, The ideal candidate will possess strong creative visualization skills and consistently produce unique and compelling work. You should be adept at using design software such as Photoshop, Illustrator, and other editing tools, with experience in creating GIFs and video motion graphics. As a Graphic Designer, you will need to demonstrate innovative thinking by generating original ideas and concepts that push the boundaries of conventional design. A meticulous attention to detail is essential to ensure that every design element is perfectly aligned, spaced, and color-matched. Adaptability is crucial, as you will be required to work with different styles and mediums while staying current with design trends. Effective communication skills are important for articulating your ideas and collaborating with clients to understand their needs and deliver designs that align with their brand's message. Your understanding of branding will help in creating and maintaining a consistent brand identity across various platforms. Strong time management skills will be necessary to handle multiple projects and meet deadlines efficiently. In addition to your technical proficiency in advanced graphic design software and tools, you should focus on creating user-centric designs that enhance the overall user experience. A strong grasp of color theory and typography will further support your ability to create aesthetically appealing and functional designs. Your role will also involve creative problem-solving, where you will approach design challenges from various angles to find solutions that address both aesthetic and functional needs. An experimental approach will be valued, as you explore new styles, techniques, and media to bring innovative elements to your work. For system specifications, you must possess a high-quality laptop or desktop with high configuration to handle graphic design software efficiently. A high-speed broadband internet connection is essential for accessing resources and collaborating effectively. While the company will provide licenses for Adobe software and other stock image resources, you will be responsible for updating and maintaining all other necessary software. This role will require a blend of artistic talent, technical skills, and unique attributes to excel and make a significant impact in a competitive market.

Primary Responsibilities

- Develop and design creative visuals for various advertising campaigns and branding projects.
- Collaborate closely with clients and internal teams to understand their design needs and objectives.
- Utilize design software such as Photoshop, Illustrator, and other editing tools to create high-quality graphics.
- Create engaging GIFs and video motion graphics that enhance the visual appeal of digital content.
- Generate original design concepts and ideas that push the boundaries of conventional design.
- Ensure precision in design elements, alignment, spacing, and color-matching through meticulous attention to detail.
- Adapt to various design styles and mediums while staying current with industry trends.
- Communicate effectively with clients to articulate design ideas and incorporate feedback.
- Maintain a consistent brand identity across multiple platforms and media.
- Manage multiple design projects simultaneously, meeting deadlines and managing time effectively.
- Focus on user-centric design principles to enhance user experience and engagement.
- Apply a strong understanding of color theory and typography to create visually appealing and functional

designs.
- Approach design challenges with creative problem-solving techniques, finding innovative solutions to both aesthetic and functional needs.
- Experiment with new styles, techniques, and media to introduce fresh elements and ideas into design work.
- Maintain and update all necessary design software, while utilizing company-provided Adobe software licenses and stock image resources.

Required Skills

- **Experience**: 3-10 years in graphic design, with a proven track record of delivering creative and impactful visual content.
- **Personality Type**: Creative and communicative, with a passion for innovative design and effective client interaction.
- **Travel Flexibility**: Open to traveling as required for the job.
- **Innovative Thinking**: Ability to generate fresh, original design concepts and ideas.
- **Attention to Detail**: Precision in aligning design elements, layouts, and color-matching.
- **Adaptability**: Flexibility to work across various design styles and mediums, while staying up-to-date with current trends.
- **Strong Communication Skills**: Effective in articulating design ideas and collaborating with clients to ensure their needs are met.
- **Understanding of Branding**: Knowledge of how to visually convey a brand's message and maintain a consistent brand identity.
- **Time Management**: Skilled in managing multiple projects simultaneously and meeting deadlines.
- **Technical Proficiency**: Mastery of graphic design software and tools, including Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- **User-Centric Design**: Focus on creating designs that enhance user experience and usability.
- **Visual Storytelling**: Ability to convey messages and stories through compelling visual elements.
- **Cross-Disciplinary Knowledge**: Familiarity with various design disciplines, such as typography, illustration, and branding.
- **Strong Understanding of Color Theory**: Expertise in using colors to evoke emotions and create visual contrast.
- **Creative Problem-Solving**: Skill in approaching and resolving design challenges with innovative solutions.

Qualifications & Experience

- **Qualification Required**: Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- **Technical Specifications**:
    - **High-Performance Laptop or Desktop**: A powerful computer with adequate processing power and memory to handle demanding graphic design tasks.
    - **High-Speed Broadband Internet Connection**: A stable and reliable internet connection essential for accessing online resources, collaborating with colleagues, and transferring large files.

- **Virtual Workstation**: A dedicated, organized workspace conducive to focused and productive work.
- **Salary**: Competitive salary and benefits package, with the specific amount to be discussed based on experience, skills, and qualifications.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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