

# Venezuela Jobs Expertini®

## Graphic Design & Creative Direction

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Company: FZK

Location: Venezuela

Category: other-general

We focus on your brand so you can focus on your clients. Showcasing what is unique and authentically valuable about what you do, we apply our 40+ years of strategy, branding, marketing, and design experience to provide results that are effective and rewarding. From the start, we learn everything we can about you, your brand, and your goals to craft strategies and solutions that are distinctly yours.

### The Role

#### Essential Duties and Responsibilities

Strategic visual brand identity development that resonates with the defined target audience to include all brand elements from logo design to full brand guides

Website design beginning with UI strategy in the form of content layouts/wireframes, to design presentations to the client, all the way through exporting all design elements for development

Graphic design for print and digital deliverables across all applications—this can range from business cards, to large scale banners, or digital ad creative to social media templates

Serves as the team's go-to designer relating to UI strategy, art direction, and implementation

Leads design strategy and implementation (non-templated)

Client facing lead

Quality Assurance for website builds & social media creative

Keeps finger on the pulse of trends and cultural developments while invested in developing meaningful relationships with the FZK team and our clients, ready to provide the highest quality work and contributions to the industry

## **Ideal Profile**

### Qualifications & Skills

7-10 years of graphic design experience in both print and web; be prepared to share your portfolio

Previous experience in an agency setting

Tech & software skills: Adobe suite, video editing

Excellent communication skills

Self-directed with excellent time management, and organizational skills

Ability to prioritize while working on several projects at once; we are a small team so you will be asked to work on only high-level concepts and production-level tasks at the same time

Impeccable attention to detail (make sure to note your favorite flavor of ice cream in the field entitled 'How did you hear about this role?') and design style to ensure that all deliverables are on point with our client's overall brand

### **What's on Offer?**

Great work culture

Opportunity to make a positive impact

Flexible working options

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