

# United Arab Emirates Jobs Expertini®

## Graphic Design Lead

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Company: Instashop

Location: , , United Arab Emirates

Category: other-general

Graphic Design Lead Marketing - United Arab Emirates, AE - Full time - 706 InstaShop, headquartered in Dubai, is the leading online marketplace for supermarkets, pharmacies, pet shops & other businesses in the Middle East. With a young & motivated team & an office resembling the ones of startups in San Francisco, InstaShop is the right company for individuals passionate about adding value within a fast-growing technology company. As the Graphic Design Lead, you will be designing high quality artwork in line with the company's goals & KPIs and will be responsible for guiding the design team in creating high-quality visual content that supports the company's marketing objectives. You will work closely with cross-functional teams to develop creative assets that engage our target audience and elevate our brand. The ideal candidate will have a strong background in graphic design, team management, and project management. Primary responsibilities:

- Develop and execute creative design concepts for a variety of mediums, including print and digital collateral, social media graphics, and marketing materials.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to develop creative concepts that align with business objectives and brand standards
- Translate conceptual ideas into visual representations, using a variety of design tools, including Adobe Creative Suite and more
- Create visual assets, including logos, infographics, illustrations, and animations, that are both aesthetically pleasing and easy to understand.
- Manage multiple projects simultaneously, ensuring that projects are delivered on time and within budget.
- Conduct research and stay up-to-date with design trends and best practices to ensure that designs are modern, fresh, and on-trend.
- Maintain and update brand guidelines, ensuring that all design assets are

consistent with the brand's visual identity · Collaborate with web developers to ensure that designs are optimized for web and mobile devices. · Lead & support the graphic designing team in creating high quality visual content Requirements · Bachelor's degree in Graphic Design, Visual Communication, or related field · 4+ years of graphic design experience, with a focus on marketing and branding · Strong portfolio showcasing your design skills and experience across different mediums. · Proficiency in design software such as Adobe Creative Suite and more · Strong project management skills, including the ability to manage multiple projects simultaneously and meet deadlines · Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams. · Experience working in a fast-paced, dynamic environment with changing priorities · Animation skills in After Effects, Adobe Premier is a plus Everything you need in just a few clicks!

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