

## Packaging Designer

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Company: Michael Page

Location: dubai

Category: other-general

**Job Description** Conceptualize and design packaging solutions for various products, considering factors such as brand identity, target audience, product specifications, and industry trends.

Develop packaging concepts, sketches, and prototypes to present to internal stakeholders for feedback and approval. Collaborate with cross-functional teams, including marketing, product development, and manufacturing, to ensure alignment on packaging design objectives and requirements. Conduct research on consumer preferences, market trends, and competitive analysis to inform packaging design decisions.

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Proven experience in packaging design, with a strong portfolio showcasing creative and functional packaging solutions across various industries and product categories.

Proficiency in graphic design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) and 3D modeling software (e.g., SolidWorks, Rhino). Strong understanding of typography, color theory, layout composition, and visual hierarchy principles as applied to packaging design.

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