

Packaging Designer

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Company: Red Castle Dubai

Location: dubai

Category: other-general

The job posting is outdated and position may be filled

Responsibilities

- Work closely with the manager to develop and define consistent brand messaging and aesthetics on all package design
- Collaborate with cross-functional teams including product design, business, retail operations, marketing, and creative to understand their needs.
- Concept and create eye-catching designs that are on brand, on budget and conform to package/display specifications
- Evaluate consumer and market trends for packaging materials and conduct seasonal creative reviews as needed
- Create and ensure the quality, accuracy and delivery of correctly prepared, complete artwork that adheres to brand standards and specs
- Responsible for conceptualizing and managing projects to completion including new product launches and packaging maintenance exercises
- Work closely with the design and leadership team to develop new retail packaging
- Lead the package design process including brainstorming, sketching and creating prototypes
- Collaborate with Manager to prioritize projects, manage workload, and evolve efficiencies

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