



# Designer

## *Job Description*

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**Department: Design**

**Reports to: Design Manager**

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### **Who we are**

LaGwana is a creative services company based on Christian principles. As such, we aim to grow and empower our employees, serve our local community, and fairly serve our customers.

### **Job Role Summary**

Designers create digital materials that will be used for company or customer needs. The designs can be printed in-house or outsourced, used for ads in outside or internal publications, and be used for website and social media content. Designers work closely with the Design Manager, CSRs, and the Proofreader so that proper corrections are made to ensure quality designs reach customers in a timely manner. This role occasionally requires meeting with customers to better understand their design needs and possibly sitting down to design with them. Designers should have a mixture of technical and creative skills to best serve customer needs.

### **Key Responsibilities/Tasks**

- Designs new creative artwork
- Advises Sales staff on best designs for customer needs
- Updates customer files as needed (file management)
- Maintains visual consistency for regular customers
- Properly reads job tickets and performs the task(s)
- Checks that customers submit artwork as correct dimensions, color, file type, and specifications
- Stays up-to-date on industry developments to create fresh, relevant artwork.

### **Personal Skills/Qualities**

- Thorough
- Design savvy
- Open minded
- Patient
- Desire to learn
- Thinks outside the box

### **Technical Skills/Knowledge**

- Computer proficiency
- Adobe Creative Suite
- Design experience preferred

### **Work Environment**

The work environment described here are representative of those that must be met by an employee to successfully perform essential job functions. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

While performing the duties of this job, the employee is regularly required to effectively communicate through speaking, listening, and typing. The employee frequently is required to stand and walk as well as lift up to twenty pounds.

The main duties of this job are performed in an office setting. Overtime may be required on occasion.