

## JOB DESCRIPTION AND JOB SPECIFICATION FOR GRAPHIC DESIGNER

### About Retale Design

With **22+ years of experience**, we create **branded environments** that connect people with brands across **India** and the **Middle East**

**With our expertise in niche retail interiors, an expansion of our portfolio to branding and environmental graphics comes naturally to us.** Our design project spans across the country, from the metros to tier 2, tier 3 cities.

### Job Overview

We are looking for a creative and detail-oriented Graphic Designer **with around 0 to 3 years** of experience to join our team. The candidate will be responsible for creating engaging visual content for digital and print platforms, ensuring brand consistency and high-quality design output.

### Required Skills

- Proficiency in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign).
- Basic knowledge of **Canva, Figma, or similar tools**.
- Good understanding of **typography, layout, color theory, and branding**.
- Ability to create designs for **social media and digital marketing**.
- Strong attention to detail and creativity.

Experience	0 to 2 years
Qualification	BFA, B. Design, and BVA Graphic Design are preferred.
Reporting Structure	Report to the team leader & manager
Technical Knowledge	Knowledge of design software (Adobe Illustrator and/or CorelDRAW, Photoshop)
Employment Status	Permanent
Job Location	Indiranagar, Bangalore

### Job Description

- Conceptualize and develop innovative visual content that aligns with brand strategy and marketing goals.
- Demonstrate strong creative vision, originality, and meticulous attention to visual details.
- Present creative concepts and design solutions to clients and internal stakeholders with clarity and confidence.
- Design and oversee the implementation of:
  - Brand identities and visual guidelines
  - Storefront displays and show windows
  - Visual merchandising solutions for retail environments
  - Product packaging, advertising materials, publications, and promotional collateral
  - Exhibitions, trade shows, and in-store displays
- Utilize advanced skills in design and photo-editing software (Adobe Creative Suite, CorelDraw, etc.) to produce high-quality graphics for print and digital platforms.
- Stay up to date with design trends, technologies, and best practices, applying them to maintain a competitive edge.
- Translate business objectives into compelling visual experiences while balancing multiple projects and deadlines.
- Exhibit professionalism in managing timelines, budgets, and project deliverables.
- A portfolio showcasing a diverse range of design projects is required.