

## **Senior Digital and Print Graphic Designer- Art Director- TecCentric**

*TecCentric assists enterprises in Qatar in transforming effectively and successfully. By merging new technology and process improvements*

**Major:** degree in Graphic Design, Computer Graphics and Interactive Media, Fine Arts, or any related field

**Experience:** 8-10 years of professional graphic design experience, with a proven record of accomplishment in both digital and print media

**Major Responsibilities:**

- Lead and manage the design and production of digital and print materials, including websites, product graphics, branding, social media graphics, email campaigns, and collateral for events.
- Develop comprehensive design briefs and guide creative teams in the production of high-quality visuals that meet both marketing and business objectives.
- Innovate within the constraints of cost and time, pushing the boundaries of digital and print media with forward-thinking design concepts.
- Maintain expert-level knowledge of graphic design software, including the Adobe Creative Suite, and stay updated with emerging technologies in design and multimedia.
- Create original content, including illustrations, infographics, packaging, and print materials, ensuring all designs adhere to brand guidelines and communicate the intended message effectively.
- Conceptualize and produce multimedia elements, including animated videos and enhancements to live video content.
- Oversee photo shoots and photo retouching, ensuring high-quality visual outputs.
- Mentor and develop junior designers, fostering a creative environment and ensuring a high standard of work across all projects.
- Work closely with the Marketing Manager and other stakeholders to translate marketing needs into compelling campaigns and designs that resonate with the target audience.

**Additional Requirements:**

- Minimum of Advanced proficiency in Adobe Creative Suite, Figma, or Sketch.
- Demonstrated leadership in managing design projects and guiding creative teams.

**How to Apply:**

Kindly send your CV or contact the Career Services Center, E-mail: [career.services@balamand.edu.lb](mailto:career.services@balamand.edu.lb), Ext. 7801; 7802