

Graphic Designer – NaftPlus

NaftPlus is a community-driven brand that combines a gas station, grocery store, food service, and coffee experience, all under one fun, creative, and fast-growing environment

Location: Zgharta

Working Days and Hours: Monday until Friday, from 8:00 a.m. until 5:00 p.m.

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

Experience: fresh graduate are accepted

Major Responsibilities:

- Develop and maintain NaftPlus' visual identity, including colors, fonts, styles, and tone across all platforms.
- Collaborate closely with the Video & Content Editor to create motion graphics, overlays, captions, and on-screen text for videos.
- Design social media posts, website graphics, app visuals, in-store signage, print materials, and promotional graphics.
- Take part in app branding and visual design for online and mobile platforms, ensuring consistency with the NaftPlus brand.
- Assist in creating a new visual tone, improving the overall quality and impact of NaftPlus' content.
- Participate in brainstorming sessions to contribute creative ideas for campaigns, new projects, and growth initiatives.
- Work as a team player, collaborating with marketing, video editing, and leadership to deliver high quality, timely results.
- Stay updated on design trends, tools, and software, and be willing to learn new techniques to elevate content quality.
- Manage and organize all design assets and project files efficiently.
- Support the growth and development of multiple creative projects beyond the core NaftPlus brand.

Additional Requirements:

- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro).
- Familiarity with Canva, Figma, or other design software is a plus.
- Strong sense of color, composition, typography, and visual storytelling.
- Understanding of motion graphics, overlays, and video design principles.
- Willingness to learn new tools, trends, and creative techniques.
- Prior experience in social media design, branding, or motion graphics preferred.
- Knowledge in UI/UX or app design.
- Photography or video shooting basics.

- Copywriting or caption design skills.
- Creative direction or campaign management experience

How to Apply:

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