

**Job Title:** Graphic Design Lead

**Location:** Kolkata

**Job Type:** Full-Time

**Salary:** Industry Standard

**Overview:**

We are seeking a **Graphic Design Lead** with **5-7 years of hands-on experience** in digital design, who is ready to step into a mid-senior role, closely collaborating with the **Content Design Head**. While prior leadership experience is not mandatory, you should have a strong desire to grow into a leadership role. This position is highly **execution-focused**, with the expectation of taking on supportive leadership duties when needed, especially in the absence of the **Content Design Head**.

**Key Responsibilities:**

**Hands-on Design Execution:**

- Create high-quality, engaging designs tailored for social media, leveraging the latest trends and best practices in digital content.
- Work collaboratively with the **Video Team Lead** and cross-functional teams to deliver cohesive, impactful digital campaigns.
- Lead by example through hands-on execution, ensuring projects align with brand goals and quality standards.

**Supportive Leadership:**

- Assist the **Content Design Head** in managing day-to-day design operations and act as a second in command when required.
- Demonstrate the ability to step into leadership responsibilities, guiding junior designers when needed and contributing to team success.

**Leveraging GenAI Tools:**

- Utilize **GenAI tools** to streamline design workflows, enhance creative output, and explore new possibilities in visual storytelling.
- Stay current with emerging design technologies and AI-assisted tools to keep the team at the forefront of digital trends.

**Design Quality & Consistency:**

- Uphold the highest standards of design, ensuring that all content is polished, visually consistent, and on-brand.
- Conduct self-reviews and collaborate with peers to maintain a rigorous quality control process.

**Design Tools & Proficiency:**

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, etc.) and other design tools, with a strong grasp of typography, layouts, and social media aesthetics.

**Time Management & Efficiency:**

- Efficiently manage multiple projects, delivering top-notch creative work under tight deadlines.
- Adapt quickly to changing priorities while maintaining attention to detail and quality.

**Qualifications:**

- **Experience:** 5-7 years of hands-on graphic design experience, with proven skills in digital content creation. Demonstrated aspiration to grow into a leadership role.
- **Skills:** Advanced knowledge of Adobe Creative Suite, motion graphics, and social media design.
- **Knowledge:** Strong grasp of **digital and social media content trends**. Familiarity with **GenAI tools** is a plus.