

**Job Title:** Graphic Designer  
**Location:** Kolkata  
**Job Type:** Full-Time  
**Salary:** Industry Standard

**Overview:**

We are looking for a **Graphic Designer** with **2-5 years of experience** in digital design to join our dynamic team. Reporting to the **Graphic Design Lead**, this role demands someone who excels in creating high-quality social media content, is a fast executor, and stays up-to-date with the latest design trends and technologies.

**Key Responsibilities:**

**Design Execution & Creativity:**

- Create visually engaging graphics for social media, adhering to the latest digital trends and best practices.
- Leverage **GenAI tools** and Adobe Creative Suite (Photoshop, Illustrator, etc.) for efficient design execution and innovation.
- Deliver creative content with a quick turnaround time (TAT) while maintaining high-quality standards.

**Trend Awareness & Adaptability:**

- Stay updated with evolving design trends, social media aesthetics, and digital content formats to keep the brand's visual content fresh and relevant.
- Experiment with new techniques and design tools to enhance creativity and efficiency.

**Quality Control & Attention to Detail:**

- Ensure flawless quality checks on your own work, maintaining consistency in visual appeal and brand guidelines.
- Demonstrate strong comprehension skills to accurately interpret briefs and transform ideas into compelling visuals.

**Independence & Efficiency:**

- Work independently with minimal guidance while ensuring alignment with the team's objectives.
- Collaborate with cross-functional teams to deliver projects on time, optimizing workflows for maximum efficiency.

**Tools & Technical Proficiency:**

- Proficient in **Adobe Creative Suite** and **GenAI tools** for design.
- Strong understanding of visual storytelling, typography, color theory, and digital content optimization.

**Qualifications:**

- **Experience:** 2-5 years of graphic design experience, primarily focused on digital and social media content.
- **Skills:** Mastery of Adobe Creative Suite, proficiency with GenAI tools, quick execution, and effective self-QC.
- **Soft Skills:** Excellent comprehension, communication, and time management abilities.