

Graphic Designer / designer graphique *Full-time Opportunity* **Vipond, Mississauga, ON**

TITLE: Graphic Designer
LOCATION: Vipond, Mississauga, ON
REPORTS TO: Manager, Retail Project Team

POSITION SUMMARY

The primary role of the Graphic Designer is to execute the creative ideation process from start to finish: from brainstorming with the client and/or team to sketching to collaborating with Project Managers to preparing final files for production. The incumbent will be expected to both generate functional ideas, as well as to contribute to the inventive partnership that is a creative services team.

DUTIES AND RESPONSIBILITIES

- Work closely with the Account Teams, ISM Specialists, Sales and plants to decipher and articulate the client's needs
- Brainstorm, collaborate, sketch, and execute concepts to create visually powerful, brand-conscious marketing products, while also considering account materials / production, as well as current trends in the retail industry
- Follow best practices for file creation, software use, and layout design, aided by established department standards, as well as input from the RRD plants
- Work hand-in-hand with production staff to aid in the coordination of displays and other marketing products
- Support artwork adaptation, including but not limited to the creation of versions, adding form numbers, sizing art for various signs, making modifications to layout, file updates and adaptation of supplied artwork into dielines.
- Prototype Point of Purchase displays and develop or prepare print-ready artwork based on client needs.
- Perform administrative and tactical duties as necessary.
- Multi-task numerous jobs at various stages in a fast-paced environment

QUALIFICATIONS

- Degree or Diploma in Graphic Design or equivalent.
- Design experience in an agency, print shop, or the retail industry is an asset.
- Basic understanding of the retail and in-store marketing (ISM) spaces, as well as an established skill set of the industry-standard design software and best practices.
- Expertise in Adobe Creative Suite—specifically, Illustrator, Photoshop, and InDesign
- Working knowledge of CAD and ability to assist with light structural design.

- Comfortable with simple adaption of artwork such as adding form numbers, sizing art for various signs, making modifications to layout.
- Proficiency in typography, file preparation, and print production
- Ability to collaborate as a leader or work autonomously and as a team member to either share or provide ideas
- Strong communication skills, including critiques and presentations with both internal and external audiences
- A positive, can-do attitude that serves as a foundation for solid time management and multi-tasking skills, which will foster success in a fast-paced environment

NOTE:

- Internal applicants should submit a cover letter and resume to Kelly Boyle at Kelly.K.Boyle@rrd.com

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