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| TITLE: <u>Senior Graphic Designer</u> | SALARY SCHEDULE: <u>B</u> | CLASS CODE: <u>PE310</u> |
| UNION: <u>P&A – Local 1979, U.A.W</u> | SALARY GRADE: <u>11</u> | EEO CODE: <u>30</u> |
| | FLSA: <u>Exempt</u> | E-CLASS: <u>PE</u> |

POSITION PURPOSE

Plan, develop and create a variety of high profile complex graphic design materials for print and web mediums to support marketing, promotional and informational services for the University. Provide specialized technical skills in conceptualizing publication strategies and integrating web and graphic design technologies.

ESSENTIAL JOB FUNCTIONS

- Plan, develop, create and produce high profile well branded original graphic designs, illustrations and layouts for print and web mediums. Interface with clients and conceptualize best design concepts and solutions which support the strategic mission and vision of the University. Prepare project timelines in accordance with established standards; develop cost estimates and monitor related budgets.
- Consult with University officials and other clients assessing publication design proposals and recommending industry best practice methods and techniques to meet client needs. Prepare and conduct presentations to University clients providing specialized design guidance in the area of format, style, graphic elements, content, identity system usage and software capabilities to ensure design strategy captures targeted audience.
- Identify and develop new clients and assist in developing long-term strategies; work with clients from concept design to final product stages; research industry trends and maintain proficiency in current graphic design and web software technologies.
- Participate in high profile university-wide initiatives or critical special projects requiring the recommendation of alternative approaches and the utilization of emerging technologies. Serve as a seasoned resource anticipating and responding to changing client needs; provide autonomy in design direction and maintain consistency with University design, identity and branding standards.
- Assist in developing marketing and publication strategies and/or assessing department production procedures. Research trends in higher education publication design of print and web mediums to identify industry best practices. Monitor industry standards, pricing, software technologies and materials; contact outside vendors to obtain service and price quotes.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification level requires seasoned technical know-how in order to plan, develop, create and produce high profile complex graphic design materials for print and design mediums in support of marketing, promotional and informational services for the University. Work activities at this level are progressively more responsible, involve autonomy in project design direction, and require considerable independent interaction with University officials and other clients/customers. Incumbents are expected to possess extensive graphic design industry experience, proficiency in related graphic and web software technologies and the ability to manage a project from a design concept to a final product. This classification is generally assigned the Marketing and Publication unit and reports to and receives work direction from a management level position.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university with major coursework in graphic design, fine art, commercial art or another relevant field or an equivalent combination of education and/or experience.
- Extensive experience in graphic design industry.
- Considerable knowledge and experience with Macintosh and Windows computer systems and graphic and web software such as Quark XPress 6.0, Adobe CS Suite (Illustrator, Photoshop and InDesign) HTML, Microsoft Office and Flash applications.
- Ability to conceptualize and propose design strategies and develop plans that support the University's identity system.
- Ability to perform consistently at a high level, multitask and prioritize work assignments and meet established deadlines.
- Keen attention to detail.
- Ability to communicate effectively with others.
- Ability to work in a team environment.
- Ability to plan, produce and assemble a variety of web products.
- Ability to design and produce graphic materials digitally utilizing Macintosh and PC based systems.
- Strong oral and/or written communication skills.
- Typically, incumbents have held graphic design positions in a marketing, advertising or publication industry.