

Document	Graphic Designer & Video Editor (Job Description)
Client	Sprouto
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Job Description:

As a Graphic Designer & Video Editor, you will play a crucial role in creating visually compelling and engaging content. Your responsibilities will encompass designing graphics and editing videos to meet our creative objectives.

Responsibilities:

1. Develop visually appealing graphics for various platforms, including social media, websites, and marketing materials.
2. Collaborate with the marketing team to conceptualize and creating designs, logos business cards, White papers, Presentation etc,. that align with brand guidelines.
3. Edit and assemble raw footage into polished, high-quality videos for promotional and informational purposes.
4. Incorporate graphics, effects, and transitions to enhance the visual appeal of video content.
5. Work closely with the creative team to brainstorm and contribute innovative ideas for visual content.
6. Ensure that design and video projects effectively communicate the intended message and resonate with the target audience.
7. Manage multiple design and video projects simultaneously, adhering to deadlines and ensuring high-quality deliverable.
8. Collaborate with cross-functional teams to gather requirements and feedback for ongoing projects.
9. Utilize industry-standard graphic design and video editing software (e.g., Adobe Creative Suite, Photo shop, Illustrator, Premium after affects, Final Cut Pro) to execute projects effectively.

Qualification:

1. Proficient in creating visually appealing graphics using tools like Adobe Photo shop and Illustrator.
2. Understanding of design principles, color theory, and typography.
3. Hands-on experience with video editing software such as Adobe Premiere Pro, Final Cut Pro, or similar tools.
4. Ability to edit and enhance video content, including adding effects, transitions, and audio elements.
5. Strong creative thinking and problem-solving skills.
6. Ability to translate ideas into visually impactful designs and engaging video content.
7. Meticulous attention to detail in both graphic design and video editing to ensure the highest quality output.
8. Effective communication skills to collaborate with team members, understand project requirements, and present design concepts.

9. Efficient time management skills to handle multiple projects and meet tight deadlines.
10. Ability to adapt to evolving design trends and industry best practices.
11. Willingness to learn and stay updated on new tools and techniques

Salary Range

PKR 100,000 - PKR 120,000

Hiring Criteria

Education & Experience:

- Bachelor's degree in Graphic Design, Video Editing, or a related field with relevant work experience.

Technical Skills:

- Proficiency in Adobe Creative Suite, Final Cut Pro, and other industry-standard graphic design and video editing tools.

User-Centric Design:

- Application of user-centric principles to ensure content resonates with the target audience.

Design Expertise:

- Demonstrated ability to create visually compelling graphics and polished video content.

Collaboration and Communication:

- Proven collaboration skills, working with product managers, developers, and stakeholders to align design solutions with business goals.

Accessibility and Inclusivity:

- Consideration for diverse audience needs, ensuring content accessibility.
- Implementation of inclusive design principles throughout the development process.

Usability Testing:

- Track record of incorporating user feedback for continuous improvement.

- Analytical skills to interpret user feedback and inform design decisions.

Problem-Solving:

- Strong problem-solving skills, translating complex requirements into intuitive and effective design solutions.
- Adaptability to evolving project requirements and tight deadlines.

Resource Evaluation Criteria Form

Education & Experience		Personal Attributes	
Bachelors		Team Player	
1-2 Years		Motivation	
Technical Expertise		Comm Skills	
User Experience		Problem Solving	
Design Philosophy		Troubleshooting	
Video Editing Skills		Self Driven	
Creative Thinking and Innovation			

The above form will be filled on the rate of 10 as the highest score and 1 as the least score.