Job Title: Graphic Designer | Video Editor | UI/UX Designer

Job Type: Full-Time, Onsite (Monday to Friday, 10:00 AM – 6:30 PM)
Location: B-17, Islamabad, Pakistan (Candidates residing near B-17, Wah Cantt, or Taxila will be preferred)

About Us

At IT Solutions Hub, we pride ourselves on being a trusted partner for businesses seeking strategic digital marketing solutions. With extensive experience across various industries, our team of professionals brings unparalleled expertise and a client-centric approach to every project. We are committed to delivering tailored digital strategies that drive operational excellence and sustainable growth. By joining our team, you will become part of a dynamic organization that values professional development, fosters a collaborative environment, and is dedicated to making a meaningful impact on our clients' success.

Job Summary:

We are looking for a creative powerhouse with a hybrid skill set in **graphic design, branding, video production (including reels), UI/UX design**, and **web content management (WordPress & Shopify)**. The ideal candidate will be responsible for delivering visual content that strengthens brand identity, enhances user experience, and engages audiences across digital platforms. Key skills must include **logo creation, font development, reel production**, and **motion animation for web and social media**.

Graphic Designing Responsibilities:

- Create original and high-quality designs for digital and print formats including **brochures, flyers, posters, packaging, and product labels**.
- Develop brand identities, including **logos**, **typography systems**, **color palettes**, and **style guides**.

- Produce compelling visuals for **social media platforms**, **email campaigns**, and **website banners** aligned with brand standards.
- Design materials for **internal communication**, client proposals, and investor presentations.
- Deliver **infographics**, data visualizations, and icon sets for use across digital products and reports.
- Execute custom **font design** and **typographic hierarchy** suitable for branding and UI consistency.
- Design **web and mobile UI layouts** in collaboration with developers for landing pages, feature sections, and user dashboards.
- Create **animated assets**, including loading spinners, micro-interactions, and motion-based UI elements.

Video Editing & Motion Graphics Responsibilities:
- Plan, edit, and finalize videos for **YouTube, TikTok, Instagram Reels, Facebook**, and other platforms.
- Transform raw footage into polished videos with **transitions, visual effects, text overlays, and audio mastering**.
- Produce **product promos, service explainers, brand trailers, tutorial videos**, and customer testimonials.
- Implement **Color correction**, **audio enhancements**, and **chroma key** editing for green screen footage.
- Add **subtitles, animated titles, intros/outros, lower thirds**, and call-to-action screens.
- Ensure output is **optimized for each platform's resolution and performance requirements**.
- Collaborate with scriptwriters and voice-over artists to synchronize visual and audio elements.
- Stay updated with the latest **video trends, formats, editing techniques**, and storytelling styles.

UI/UX Design Responsibilities:

- Conduct user research, develop personas, and map user journeys to align design with audience behaviour.
- Create **wireframes**, **prototypes**, and **interactive mock-ups** using tools like Figma, Adobe XD, or Sketch.
- Apply **responsive design principles** to ensure seamless experiences across mobile, tablet, and desktop devices.
- Perform usability testing and interpret analytics to enhance user interface effectiveness.
- Define and maintain **UI component libraries**, **iconography**, and **visual systems** for scalable products.
- Collaborate closely with product managers and developers to implement UI with precision and intent.
- Integrate **modern UX best practices** and **accessibility standards (WCAG)** for inclusive design.

Website Content Management (WordPress & Shopify):

- Manage visual and textual content updates on **WordPress** and **Shopify** platforms.
- Upload and optimize media assets such as **videos, carousels, product banners**, and **thumbnails**.
- Modify website layouts and product pages using **themes, builders, or custom code** (basic HTML/CSS).
- Ensure **cross-browser and device responsiveness**.
- Troubleshoot basic technical or layout issues and work with developers for advanced fixes.
- Ensure content follows SEO and brand standards.
- Maintain **consistency in UX/UI** across various website sections (blogs, product pages, homepages).

Presentation Design Responsibilities:

- Design professional-grade **PowerPoint, Google Slides, or Keynote presentations** for internal and external use.
- Customize templates for sales, training, marketing, and investment pitches.
- Animate slides and transitions to enhance storytelling and viewer engagement.
- Integrate **charts, infographics, videos, and branded illustrations** in presentation materials.
- Convert complex data and product offerings into visually digestible formats.
- Support teams with last-minute deck updates and branded document formatting.

Soft Skills & Tools Required:

- Excellent time management and the ability to work on multiple projects simultaneously
- Strong communication and collaboration skills.
- Attention to detail and creative problem-solving ability.
- Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Canva, Figma, Adobe XD, WordPress, Shopify, PowerPoint, Google Workspace.

Preferred Qualifications:

- Bachelors in Graphic Design, Media Arts, Digital Design, Computer Science, or related field.
- 2+ years of relevant professional experience (agency or in-house creative roles).
- A strong portfolio showcasing multi-platform design work.