

### Job Description

<b>Designation:</b>	Jr. Graphics Designer
<b>Department:</b>	Marcomm
<b>Direct Reporting To:</b>	Sr. Manager – Marcom
<b>New Position/ Back Fill:</b>	

#### **About A&A**

A&A Business Consulting (AABC) is India's leading consulting company for Small and Medium Enterprises. Founded in 2009, AABC has completed 1500 full-fledged consulting projects assisting businesses achieve organised growth. We have presence in 7 states across India with a network of 18000+ SMEs.

Our team of 300+ professionals serves clients from industries as diverse as textiles, machine tools, apparel, agriculture, engineering, chemicals, food processing, healthcare & pharmaceuticals, telecom, education, BFSI, automobile, construction & infrastructure and FMCG, amongst others.

We have six different consulting practices namely, **Sales (Business), Finance, Branding, Human Resources, Information Technology and Operations (Business Processes)**. Our team of 100+ consultants with varied industry expertise are backed by Subject Matter Experts (S.M.E.) team. Together, they are responsible for bringing measurable changes to clients' businesses.

At AABC, our vision is to assist individuals and organizations to GROW. Remaining rooted to our vision, we completed assisting 1239 businesses grow financially in March 2018. We are working towards our next mission of assisting 2020 businesses grow financially by 31<sup>st</sup> March 2020. We can foresee the change we want to bring in the SME sector in India. We want to craft the financial destinies of millions of SMEs by assisting them grow in an organized way.

Come, let us grow your business together!

MISSION 2020: We will assist 2020 businesses achieve organized growth by 31st March, 2020.

Vision: To assist individuals and organizations to grow.

Values: Initiation | Innovation | Persistence | Passion | People | Performance

#### **Job Purpose:**

A junior designer will be ready to develop their existing skills by working with senior creative team on a range of ambitious and innovative projects.

<b>Detailed Responsibilities:</b>	<ul style="list-style-type: none"> <li>▪ Responsible for helping to drive the creative direction of campaigns</li> <li>▪ Understanding of typography, layout, and art direction</li> <li>▪ A good knowledge of the following tools is usually required:               <ol style="list-style-type: none"> <li>1. Illustrator</li> <li>2. Photoshop</li> <li>3. Coral Draw</li> <li>4. Indesign</li> </ol> </li> </ul>
<b>Requisite functional /Personal Skills:</b>	<ul style="list-style-type: none"> <li>• Strong knowledge and application base in art and design.</li> <li>• Good drawing, painting and illustration skills.</li> <li>• Conceptualization and visualization of different ideas.</li> <li>• Print and web based designing.</li> </ul>
<b>Behavioural Traits</b>	<ul style="list-style-type: none"> <li>▪ Creative thinker and strong analytical problem solving skills</li> <li>▪ Strong Delivery Capabilities (That includes tight deadlines).</li> </ul>

	▪ Strong inclination for Video and Business strategy		
<b>Education</b>	Graduation		
<b>Relevant Experience:</b>	Minimum 5 years of experience in Premier pro , Adobe Premiere , good with editing , color correction , sound balancing, After Effects		
<b>Will travel?</b>		<b>Total Experience:</b>	5 - 7 years
<b>Preferred Domain:</b>	Website Development	<b>PF – Yes / No</b>	
<b>CTC</b>			
<b>Reference Companies:</b>			
<b>Gender:</b>	Male / Female	<b>Marital Status:</b>	Married