Graphic Designer Opportunity

Position: Graphic Designer
Location: Remote
Type: Part-Time / Freelance Gig (Short-term project, with potential for more work)

About the Role

We are looking for a skilled Graphic Designer to help with visual elements for a web-based platform project. You will assist in creating a logo, brand guidelines, marketing graphics, and user interface designs. This is a collaborative role working with a small team on a startup idea focused on student accommodations and marketplaces. Ideal for a student or early-career designer looking for hands-on experience.

Key Responsibilities

- **Branding and Identity Development:** Design and refine a logo incorporating icons or symbols to evoke themes of unity, efficiency, and community. Develop brand guidelines including color palettes, typography, and visual styles.
- **Marketing and Visual Assets:** Create graphics for promotional materials such as social media posts, email templates, website banners, and onboarding visuals.
- **Collaboration and Iteration:** Work with the team on product vision, user experience, and technical integrations. Participate in feedback sessions to refine designs for usability.
- **Other Tasks:** Design notification templates (e.g., email/SMS) and ensure visuals support scalability and maintainability.

Required Qualifications and Skills

- **Experience:** Familiarity with responsive web design and user-centered principles.
- **Technical Skills:** Proficiency in tools like Adobe Creative Suite (Photoshop, Illustrator, XD), Canva, or Figma.
- **Soft Skills:** Strong grasp of branding, color theory, typography, and visual storytelling. Good communication for team collaboration. Ability to work in a dynamic environment with flexible roles.
- **Preferred:** Interest in Kenyan education or real estate trends. Experience with e-commerce visuals. A portfolio showing logos, UI designs, and marketing graphics.

What We Offer

- Modest compensation (small stipend, negotiable based on experience and scope).
- Chance to contribute to an exciting project.
- Flexible remote setup with collaboration tools.
- Opportunities for skill-building in a small team.