

The University of Texas at San Antonio

Job Description

Job Title: Senior Designer
Code: 19864
Salary Grade: 61
FLSA Status: Exempt
Department/Division: University marketing
Reports To: Design Director

Summary

- Function: To provide Professional versatile skills in the design and layout of print and online mediums
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- Scope: Works closely with Design Director to develop original, creative marketing pieces for various University clients and assists in the development of design strategies to support key University objectives

Duties

- Typical:
 1. Collaborate with Design Director to maintain design, production and implementation of all assigned projects
 2. Play a lead role in the conceptualization and implementation of design solutions
 3. Act as primary consultant on specific project assigned by Design Director
 4. Design and produce print project for key University clients while meeting business objectives, technical specification and budget to communicate the identity of the University
 5. Design and deploy web pages by determining appropriate layout, graphics, colors, information architecture, accessibility and user experience to support the needs of clients while maintaining University graphic standards.
 6. Provides technical advice and guidance, and serves as liaison to production personnel
 7. Coach junior team member and critique their work to help improve their output and skills.
 8. Collaborate and problem solve with team members objectives, concepts, and content of pieces.
 9. Effectively manage multiple project/task of varying complexities to meet

<p>deadlines</p> <p>10. Help maintain brand identity guidelines and assets</p> <p>11. Performs other duties as assigned</p> <ul style="list-style-type: none"> • <u>Periodic:</u> <ol style="list-style-type: none"> 1. Present creative concepts to key University clients 2. Assists with management of production artists, photographers and freelancer assigned to projects 3. Assist in reviewing printed proofs and attending press checks
<ul style="list-style-type: none"> •

Education

Required	Preferred
Bachelor’s degree from an accredited university in Art, Advertising, Design, Visual Communications or related fields.	N/A

Other Requirements

Required	Preferred
<p>Ability to distill client needs into design outcomes.</p> <p>Ability to conceptualize, articulate and present creative ideas.</p> <p>Understanding of basic marketing principles and have the demonstrated ability to apply them to design solutions.</p> <p>Intermediate knowledge of HTML and CSS. Expert knowledge of visual design theory including composition, color, hierarchy and typography .</p> <p>Ability to work in cross-functional team-based environment.</p> <p>Good interpersonal and organizational skills. Brings positive, solutions-focused thinking to difficult problems.</p> <p>Eagerness to tackle diverse challenges. Quick to get up-to-speed on new tools and techniques</p>	<p>Knowledge of the media industry a plus.</p> <p>Expert in Adobe Creative Suite (Adobe Photoshop, Illustrator, InDesign, DreamWeaver, Bridge, Flash).</p>

Desire to grow and stay current on industry trends	
Strong attention to detail	

Experience

Required	Preferred
Five years of experience in graphic design, conceptualization, layout, art direction, print production and web design and implementation.	Similar experience in a higher education environment.

Equipment

Required	Possible
Knowledge of personal computers, MAC and windows-based, Microsoft Office, various publishing software, digital photographic and standard office equipment.	N/A

Working Conditions

Usual	Special
General office environment. Ability to travel and work extended hours within a varying schedule.	

Supervision

Received	Given
General from direct supervisor	General supervision of assigned staff..

Accuracy

Proficiency in all phases of the duties performed.
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Security Sensitive

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.

Internal Control

Within the scope of position duties, responsible for seeing that operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.