**Graphic Designer II Standard Job Description**

**Classification Title:** Graphic Designer II

**FLSA Exemption Status:** Exempt

**Pay Grade:** 10

**Job Description Summary:**

The Graphic Designer II, under general supervision, supports of various web development projects for marketing and communications needs of the university, including designing and editing graphics/photos for use in multimedia, web sites, and other online purposes. Performs complex graphics design and consultation work.

**Essential Duties and Tasks:**

**30% Graphic Design and Production**

* Assists in content strategy for responsive web design; creates wireframes and website design; and assists in production through completion.
* Designs project specifications, obtains pricing, preps files, and produces; press checks if necessary.
* Designs brochures, signs, newsletters, presentation templates and materials, and other print media as needed.
* Creates motion graphics for use on websites and multi-media presentations.
* Presents branding and design concepts to clients and partners.
* Maintains documentation for each project including approvals, comments, drafts, and artwork.

**25% Customer Collaboration and Support**

* Collaborates with customers as needed from concept to creation to customer support.
* Helps professional clients create graphics or edit photographs to illustrate concepts in their reports or publications.
* Works closely with various printers to ensure timeliness, quality, and customer satisfaction with the final product, including art proof checks, go to press checks, and any other function necessary, to ensure all project criteria are met in a superior manner.
* Ensures all materials adhere to brand guidelines.
* Presents branding and design concepts to clients and partners.

**10% Project Management**

* Leads multiple design projects, ensuring alignment with goals and timelines.
* Uses project management systems to document progress, allocate resources, and maintain documentation.
* Develops detailed project plans and coordinates with cross-functional teams.
* Mentors team members on project management and design processes.
* Establishes and enforces design standards and quality control processes.

**10% Technical Resource and Innovation**

* Acts as a technical resource in graphics and publication design software, hardware, and techniques.
* Provides and follows creative direction for advanced graphic designs for print and multimedia channels.
* Develops complex illustrations, logos, and other design elements using software or by hand.
* Creates motion graphics for use in multimedia presentations.
* Designs and produces high-quality graphics for video media.

**5% Professional Development and Industry Trends**

* Follows industry trends through professional networks, blogs, e-newsletters, and social media.
* Implements innovative design techniques and shares best practices.
* Participates in professional development opportunities such as conferences, workshops, and webinars.
* Conducts competitive analysis and collaborates with cross-industry experts to integrate relevant strategies.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications**

**Required Education:**

* Bachelor’s degree in graphics design, fine arts, or equivalent combination of education and experience.

**Required Experience:**

* Two years of experience in graphics design, web development, print and electronic media, marketing, or related design field.

**Required Licenses and Certifications:**

* None

**Required Knowledge, Skills, and Abilities:**

* Ability to multitask and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computer
* Telephone

**Physical Requirements:**

* None

**Other Requirements and Factors:**

* This position is security sensitive.
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU policies, regulations, rules and procedures.
* All tasks and job responsibilities must be performed safely without injury to self or others in compliance with System and University safety requirements.

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

**Yes**

**No**

**Does this classification have the ability to work from an alternative work location?**

**Yes**

**No**