SOW for Graphic designer/ video editor

- Study design briefs and determine requirements
- Responsible for supporting the creative and marketing team to bring concepts, presentations, and prototypes to life by illustrating concept, designing rough layout of visual and copy regarding arrangement, type and style, and related aesthetic concepts, storyboards
- Work with copywriters and creative director to produce the final design that is on-brand, reinforces our positioning and is appropriate for our various TGs across touchpoints
- Create infographics and presentation materials to simplify communication of complex concepts and data
- Create short videos to highlight, recap, and promote various endeavors and events
- Test graphics across various media
- Amend designs after feedback
- Handle camera on some occasions
- Edit Videos shot for uploading on YouTube and other Social media channels
- Ensure final graphics, visual layouts and video flow are visually appealing and on-brand
- Competitive analysis and making sure to create content according to the latest market trends
- Creating motion logos, widgets, product demo/ social media/ whatsapp/ email/in-app videos, gifs etc.
- Assist with the artistic input and design for print and digital materials
- Encoding videos for any required format and uploading to media sources

Qualifications -

- Minimum 3 years related professional experience in a production environment
- Bachelor's degree or higher in a creative field

Skills -

- Strong visual communications skills, including the ability to communicate complex concepts and data through images/ storyboards/ videos
- Contributes to team effort by accomplishing related results as needed
- Knowledge of layouts, graphic fundamentals, typography, video editing and web limitations; must have the ability to storyboard or translate ideas to team members
- 3D animation proficiency
- Strong graphic design and video editing skills
- Layout Skills
- Highly creativity with analytical skills
- Strong knowledge of multimedia content development
- Attention to detail
- Deadline-oriented with stakeholder time-management skills
- Strong knowledge of desktop publishing tools and graphic design/video editing software
- Familiarity with best practices for graphics and video content on social media platforms (YouTube, Facebook, Twitter, Instagram)
- Ability to work independently as well as collaboratively with colleagues