

Creative Graphic Designer

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Company: LeafyAffair

Location: Bengaluru

Category: other-general

Please read the entire JD and apply only if you can join us full-time at Bangalore office. Salary range: 4LPA- 8LPA

Company Description At Leafyaffair, we're not just about jewelry; we're about weaving stories with nature's own elegance. We specialize in crafting exquisite preserved botanical jewelry pieces that resonate with our customers' love for nature and beauty. Our brand is more than just a name; LeafyAffair celebrates all things earthy and represents the happiest experiment in botanical jewelry.

Position Overview: We are seeking a passionate and imaginative Creative Graphic Designer to join our dynamic team. As a Creative Graphic Designer at Leafyaffair, you'll play a pivotal role in translating our brand's essence into visually stunning content across various platforms. From social media posts, website banners to ad creatives, from guiding photoshoots to video editing, you'll have the opportunity to infuse your creativity and expertise into every aspect of our brand's visual presence. This role is located in Bangalore Urban.

Responsibilities:- Conceptualize and design engaging social media posts, ad creatives, and marketing materials that align with Leafyaffair's brand identity and messaging.- Collaborate with the marketing team to develop creative strategies and campaigns that drive brand awareness and customer engagement.- Guide photoshoots to ensure that visual content captures the essence of our botanical jewelry pieces and resonates with our target audience.- Edit and enhance photos and videos using Adobe Lightroom and Photoshop to maintain a cohesive aesthetic across all platforms.- Stay updated on industry trends and best practices in graphic design, photography, and videography to continuously elevate Leafyaffair's visual content.

Requirements:- Bachelor's degree in Graphic Design, Visual Arts, or a related field.- 1+ years of experience

in graphic design, with a strong portfolio showcasing proficiency in Adobe Lightroom and Photoshop. Brownie points if you have previously worked with a brand- A keen eye for aesthetics and attention to detail, with the ability to translate concepts into compelling visual narratives.- Excellent communication skills and the ability to collaborate effectively with cross-functional teams.- Strong time management skills and the ability to multitask in a fast-paced environment.- A creative thinker with a passion for storytelling and a deep appreciation for nature's beauty.

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