

Brand Designer Job Description Template

Created by **Amazon**

Overview

The Brand Design team is seeking a passionate, customer-obsessed, and experienced Designer who demonstrates a strong understanding of design systems and how to apply strategic design thinking across multiple marketing channels including digital platforms, social, broadcast, print, and out of home channels. They are a design thinker, motivated to develop the best solution for every challenge, regardless of scope, length or budget, and readily dive deep to understand the objectives of their business partners. They have experience working on brand/identity systems and seasonal campaigns, and are seasoned at preparing and professionally presenting their work to a variety of stakeholders. The ideal candidate highly values collaboration and is able to synthesize clear design solutions with a distinct bias for action while factoring in the implications of a global brand.

If you are passionate about creative innovation, customer-focused user experiences, and are excited to collaborate with a global team of talented designers and marketing managers to deliver exceptional brand systems, experiences, and campaigns seen by millions of customers world-wide, we are looking for you.

Responsibilities

- Set and maintain the standard for Amazon's global visual identity through design mechanisms.
- Ensure consistency and adherence to brand standards across all channels and touchpoints.
- Develop visual campaigns and style guides for seasonal retail events and physical owned and operated channels.
- Collaborate with cross-channel creatives and business stakeholders to create innovative design solutions.
- Express core brand traits through visually compelling and effective designs.
- Drive the creation of bar-raising design solutions that elevate the brand's visual presence.

Qualifications

Basic Qualifications

- 5+ years of design industry experience with an agency or in-house
- Portfolio demonstrating understanding and development of brand guidelines
- Portfolio demonstrating seasonal and/or brand campaigns that scale across multiple touch points
- Strong grasp of the creative process; from ideation through implementation
- Strong understanding of typography, design principles, and color
- Understanding of production best practices for print and digital mediums
- Familiarity with brand strategy and working from briefs
- Exceptional attention to detail
- Ability to share ideas and receive feedback from business partners and stakeholders through presentations and writing.
- Experience presenting work to senior creative leadership and customers
- Bachelor's degree in Design or equivalent professional experience
- Proficiency in InDesign, Photoshop, Illustrator, Keynote, and Figma

Bonus Points:

- Experience in photo art direction
- Deep understanding of typography, design principles, trends and best practices across digital and print.

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