



pineappleconsulting

dikshant bhavan, 2nd floor, ioc petrol pump building,
opp. iit main gate, powai, mumbai – 400 076

HI! THIS IS YOUR PROFILE

Role: Graphic Designer

Responsible to: Principal, Design

Monthly Salary: Commensurate with experience and industry standards

Location: Powai, Mumbai

Main duties of the post:

- You will brainstorm and develop new creative ideas for a huge variety of products, including but not limited to, branding, brochures, websites, packaging, books and magazines, in house branding and displays
- You will choose just the right fonts, colors and lines to create a balanced composition, while simultaneously conveying the meaning
- Possess drive, motivation and acute attention to detail in ensuring all creatives from Pineapple are zero error and innovative
- A thorough understanding of client's marketing objectives and accordingly provide creative solutions which help meet the objectives
- You will effectively interact with other departments when taking over campaigns ensuring you fully and correctly understand all aspects of the sale
- Keep abreast of issues affecting branding and design
- Ensure Pineapple remains proactive and responsive to prospective clients by actively participating in pitches

Person Specification:

A Pineapple person is...

Part of what makes Pineapple as successful as it is are the highly motivated people who work here and their enthusiasm for branding and design. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through.

An inspiration to your colleagues, you are tenacious, driven and highly motivated creative professional with a proven record of success, with a strong empathy for people. Hungry for success and with a committed motivation to getting things done, you always place the client at the center of everything you do.

Skills, Knowledge and Experience required:

- A degree/diploma from a reputed design school of India or abroad and min. 4 yrs. work experience
- Possess artistic sensibility and thorough knowledge about design elements, such as color and composition, shapes and symbols and typography
- Possess creative flair and a strong visual sense, with a love for new challenges
- Capable of hands on problem-solving, with ability to generate innovative and original ideas and solutions
- A positive and determined approach to researching and analyzing new creative solutions
- Ability to use own initiative and pay close attention to detail

- Ability to cope with competing demands and to prioritize tasks
- Excellent organizational and time management skills
- A positive attitude to dealing with people
- Capable of working independently, and having responsibility as an individual
- A matter-of-fact approach when ideas or designs are rejected

Functional Competencies required:

- Confidence to present and explain ideas to clients and colleagues
- An awareness of the competitive business environment in which the clients and colleagues work
- A detailed knowledge of computer and design softwares
- Manage and maintain accurate and accessible working and final project files and folders
- Ability to grasp client needs and consider practical solutions
- Ability to balance work on several projects at a time

Estimated time allocation:

- 80% Creative projects/ assignments
- 20% Exploring and developing knowledge of the latest design trends/methodologies

How to apply:

Please send your detailed resume to info@pineappleconsulting.biz.

Mention your current and expected salary.

www.pineappleconsulting.biz

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