UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Graphic Designer

Working Title: Graphic Designer
Hayes Hill Title/Level: Graphic Designer – Senior
Position Reports to: Director of Strategic Communications and Special Assistant to the Chancellor

Position Summary:

The Graphic Designer will design and produce visual concepts and artwork for print publication, digital media and UW-Superior web properties. This includes creating and producing designs both independently and in collaboration with the University Marketing and Communications team. Work is performed with general supervision.

Duties:

1. Design and edit a wide variety of print and digital university materials (i.e., department brochures, posters, billboards, digital and print advertisements, etc.)
2. Work closely with project manager to ensure design work is completed on schedule
3. Collaborate with marketing and web teams to design webpage mockups, graphics and imagery for the university’s web properties
4. Collaborate with marketing team to develop layout and design of Superior Voice, the university’s annual alumni magazine
5. Meet with faculty and staff to determine project details as needed
6. Prepare/preflight art files for production and address any technical errors as they arise
7. Maintain design files in a cloud-based storage system
8. Ensure that university style guidelines and practices are followed
9. Complete training and professional development as needed
10. Other duties as assigned

Knowledge, Skills and Abilities:

- Strong graphic design skills
- Ability to maintain high attention to detail
- Ability to manage multiple projects
- Strong organization skills
- Ability to collaborate with others
- Excellent communication skills
- Flexibility skills to adapt to unexpected and time sensitive demands
- Ability to enthusiastically learn new design tools and techniques
- Ability and commitment to promote and enhance diversity
Required Qualifications:

- Associate degree in graphic design or related discipline
- Skilled in the use of the Adobe Creative Suite and MS Office

Desirable Qualifications:

- Bachelor’s degree in graphic design or related discipline
- Experience in web design
- Experience in magazine layout and design
- Experience with basic photography editing