

JD - Digital Creative Specialist

A **Digital Creative Specialist** is a professional who combines creativity with technical skills to design and produce engaging digital content across multiple platforms. This role often sits at the intersection of design, marketing, and technology.

Key Responsibilities:

- **Content Creation:** Develop visually compelling digital assets such as banners, social media graphics, video content, email templates, and web visuals.
- **Brand Consistency:** Ensure all digital content aligns with brand guidelines and maintains a cohesive visual identity.
- **Campaign Support:** Collaborate with marketing teams to create content for advertising campaigns, product launches, and promotions.
- **User Experience (UX):** Apply basic UX principles in design to enhance user interaction across web and mobile platforms.
- **Multimedia Design:** Work with tools like Adobe Creative Suite, Canva, Figma, After Effects, etc., for motion graphics, video editing, and interactive content.
- **Trend Monitoring:** Stay up to date with digital design trends, technologies, and best practices.

Skills & Tools:

- **Design Tools:** Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma.
- **Technical Skills:** Basic HTML/CSS, motion graphics, video editing.
- **Creative Thinking:** Strong ideation skills for creating fresh, on-brand digital concepts.
- **Communication:** Collaborate with cross-functional teams including marketers, developers, and content writers.

Common Job Titles in Related Fields:

- Digital Designer
- Multimedia Specialist
- Visual Content Creator
- UI/UX Designer (with a creative focus)
- Motion Graphics Designer