

## Senior Packaging and Graphic Designer

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Company: DESIGNER PARFUMS

Location: London Area

Category: other-general

**OVERVIEW** Designer Parfums is a fast-growing company in the perfume and cosmetics industry, with a UK base and international ambitions. Brands we operate include CERRUTI, PLAYBOY, GHOST, ARIANA GRANDE, JENNIFER LOPEZ, GANT, HAWAIIAN TROPIC, GUY LAROCHE, PALOMA PICASSO, and other international brands. This role requires to be in the office 4 days a week with 1 day working from home

**JOB PURPOSE** A Senior Packaging and Graphic Designer at Designer Parfums is an excellent all-round creative person who is passionate about using their design skills and creative thinking for solving marketing and design challenges. We are looking for someone who is able to flex their skills as and when required and can ideally dabble in everything from concept creation through to packaging + products and campaign digital and PoS assets development, branding, illustration, animation, 3D design. Your job will be to take our incredible brand portfolio and assist creatively. You will lead in creating original, highly creative design solutions across a broad range of creative projects and campaigns that create impact and conversation within the fragrance and beauty industry.

**KEY DUTIES AND RESPONSIBILITIES** To lead the design of end-to-end creative projects for a broad range of requests, such as Packaging, POSM, web, and social assets. You will draw on insight and market research to understand audiences, generate ideas, and create engaging visual communications that will engage and excite our target market. Encompasses all aspects of a Senior Creative, shifting as necessary from design to artworking, from film directing, to product design, from press passing to innovation sourcing, from photoshoots to competitor analysis. Able to work simultaneously on multiple projects for multiple brands at the same

time, and have full knowledge and understanding of each with laser precision. A passion for all things design, the arts, photography, culture, retail, and fragrance, and be tapped into the zeitgeist, trend forecasting, and developments in society, and utilise all this effectively in your Research, Design, and Development process. RDD process should encompass a holistic approach, factoring in aesthetics, impact, cost, technical constraints, commerciality, brand and marketing strategy international markets, etc and know when to give more emphasis to other aspects beyond design. Understands the nature of working with an external client (licence holder) and is familiar with the complexities of approvals and changes of direction that may arise. Be a brand guardian, fully researching and immersing into the brand's history, identity, and future. Always maintaining and upholding the brand ethos, guidelines, and standards across all output without fail. Work closely and build a strong relationship with Brand Managers to deliver the best assets and content together and work collaboratively on new concepts. Presents their work and pitches their ideas to key stakeholders, internal teams, suppliers, and licence holders with enthusiasm, self-belief, and bulletproof knowledge. Works effectively with and communicates well with multiple people across all levels of the company of various backgrounds. Can guide external agencies on the brand vision and step in when necessary. Take responsibility and pride in their work. Ownership of the positives and negatives and knowing when to adapt and learn along the way. Asks smart questions, unafraid to take risks, and champions new ideas. Willing to push the boundaries whilst maintaining the brand image. Knows how to manage time and multiple projects well.

**REQUIREMENTS**

- Self-motivated and organised with meticulous attention to detail
- An out-the-box thinker and a lover of all things design, art & strategy
- 10+ years of agency or in-house experience and/or a Portfolio to match
- Be educated to a degree level or an equivalent qualification in design and/or have an outstanding creative portfolio demonstrating experience across a range of creative disciplines
- Excellent knowledge and experience with print/ packaging. Familiar with the full printing process and the use of finishes and an incredible eye for colour, detail and quality
- Vast experience and expert knowledge of working across all platforms and media i.e. POS and In-Store material, Product Design and Packaging, Social Media content, Digital, Ecommerce, Events and Experiential, AR & VR, Advertising and Film.
- Advanced skills in Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.
- Experience in Adobe After Effects, Adobe Premiere, Adobe Substance 3D or equivalent modelling software is a plus
- Experience in designing assets for the web and understanding of basic UX practice in web design
- Experience in animation and video is a big plus
- Photography studio

experience beneficial if we create our own in-house studio in the future Industrial/Product/ CAD Design would be a plus - This would bridge between Design and NPD, with an emphasis on unique/ bespoke bottle designs/ ancillary design innovations, that are not made from stock componentry and would replace some work that external agencies are currently doing.

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