

## Wayfinding and Branded Signage Designer - Mid Weight

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Company: SMC Design

Location: London Area

Category: arts-design-entertainment-sports-and-media

Mid Weight Wayfinding and Branded Signage Designer SMC Design - Innovation and Excellence At SMC design, our talented group of interdisciplinary designers pioneer forward thinking and experiential designs across the built environment. Combining technical expertise with timeless design, SMC curate narratives to create truly transformative spaces. For more than 30 years, we have produced award winning schemes, with an unwavering commitment to design innovation and excellence for the marine, hospitality, leisure, and retail industries. About the Job We are looking for an exceptional Wayfinding and Branded Signage Designer to join our award winning graphics team. Working in collaboration with our internal team and other celebrated international architects, the graphics team produces wayfinding, branding, and environmental graphic design for several of the world's most luxurious cruise ships. This position will be working in hybrid, from our creative studio in London bridge, and remotely (3,2 split, following an initial review period). The candidate will be required to deliver innovative and intuitive graphic solutions for prestigious leisure projects. Responsibilities will include Creative ideation and concept development, logo design, signage & wayfinding design, brand development and graphic support for the wider architectural studio (if required). Responsibilities As a member of the Graphics team your primary responsibilities will include the following: Make recommendations for concept, design and art direction for a variety of two and three-dimensional graphics and signage solutions Collaborate with our multi-disciplined pool of creatives and managers, external stakeholders, consultants, and a diverse portfolio of clients to actualise incredible branded environments. Lead, coordinate and carry out extensive signage and graphic packages to a

print/production-ready standard Assist clients with translating their expressed needs and ideas into concepts, and develop into effective design Prepare photo visualisations and mock-ups of proposed signage for placement, content and/or usage Liaise with internal and external resources and be capable of researching and sourcing information quickly and effectively Prepare detailed drawings of signage designs Participate in project team meetings internally and externally and be comfortable presenting ideas and designs Maintain accurate files and records, and manage personal work flow and schedule Assist in the preparation of bids and marketing materials About you This role will be an excellent opportunity for a design obsessive, creative mid-weight wayfinding designer, or signage specialist. There will be great opportunity to grow within the roll, tailoring it to your strengths as the department evolves. Experience 3-5+ years studio and client facing experience in a Wayfinding or Signage Design position Proficient in Adobe Creative Suite - InDesign, Illustrator and Photoshop An excellent, diverse portfolio of work A broad variety of client/project experience Ability to work on one's own and as part of a team Strong written and spoken English skills An element of project management may be required so experience would be beneficial to the candidate Any digital design experience would be beneficial Applications Please Email applications to [careers@smc-design.com](mailto:careers@smc-design.com) We will only consider applicants who provide CV, portfolio, and salary expectations. This is a full time position.

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