

Graphic Designer - Production Specialist

Our Company

BrandActive specializes in the financial analysis, strategy and logistics of rebranding implementation for organizations undergoing a brand identity change due to a rebranding program, an acquisition, merger, or spin-off.

Our services combine industry leading analytics with a unique and proven methodology that provides our clients with the information needed to make sound financial decisions, and save time and money. Since 1998, BrandActive has scoped, budgeted, planned, and executed brand change for many of the world's most valuable brands.

Our goal is to build a unique company; a company that provides an experience where people are valued for who they are and what they contribute, are supported and challenged in their growth and feel proud to be part of BrandActive. We do a great job with great people and have a great time doing it!

The Opportunity

BrandActive continues to grow and expand. To meet the needs of our clients we have an immediate need for a **Graphic Designer – Production Specialist** in our **Toronto Office**. Working under the direction of the Director, Brand Application, the Graphic Designer supports the brand application team by creating production ready art files. The job requires an understanding of design, excellent software skills, intimate knowledge of brand standards and an attention to detail.

Responsibilities

As a Production Specialist, your role will be to extend our clients' graphic and brand standards across various assets including signage, fleet, id badges and uniforms. Taking direction from the design director you will work on updating existing production artwork as well as creating new designs.

Working within a fast-paced environment you will be required to take direction and to follow through on a design through to completion with little supervision. Communication and collaboration will be the key to success as you will be working with designers as well as others across the organization.

One of the most visible assets that you will be involved in bringing to life is interior, exterior and wayfinding signage. This will involve:

- Using Adobe Illustrator, the production specialist will be required to create production artwork files this can include creating custom sign layouts following established graphic and brand standards, to create custom sign layouts.
- Altering established vector elevations of signs to reflect specific sign messaging. This requires a strong attention to detail to ensure layouts and graphic rules are maintained
- Creating realistic compositions of sign elevations over existing signage photos in either Illustrator or Photoshop.
- Creating and/or updating CAD measurements of sign details.

Being able to think critically and carefully review designs to make required changes will be a key component of this role. As a production specialist, you will be required to make updates to and alter established vector elevations of signs, as well as other artwork and graphics based on feedback from clients and the project.

Qualifications

- 1 – 2 years of experience in a similar role. (Entry level considered with related degree and demonstrated ability)

- Advanced skills in Adobe Photoshop, InDesign and Illustrator
- Ability to rapidly prepare production-ready art files in Illustrator
- Experience in manipulating vector art and photos in Illustrator and Photoshop, adding/removing photo elements, and working to scale, as required
- Curious, energetic and positive attitude
- Self-directed, confident and able to work in a fast-paced environment
- Excellent time management and effective organizational skills required to manage multiple priorities and meet demanding deadlines
- Ability to take direction and follow through a design to completion with little supervision
- Strong verbal and written communication skills
- Task-oriented and an organization-wide team player
- Experience working with site and plot plans is an asset

Compensation

BrandActive offers a competitive compensation package including a comprehensive benefits plan. Salary commensurate with experience and education.

Start Date

Immediately

Position

Permanent full-time position

Location

Downtown Toronto

Contact

<https://www.fitzii.com/apply/22736?s=fc>