

## AMERICAN FILM INSTITUTE JOB DESCRIPTION

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**POSITION:** Creative Designer  
**DEPARTMENT:** Creative Services  
**LOCATION:** Los Angeles Campus

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### **PRINCIPAL RESPONSIBILITIES:**

Conceptualize, develop and execute creative strategies and campaigns for, but not limited to, AFI print materials, with an understanding of how the design can be translated into motion and web. Facilitate and manage the printing process, and the production and installation of work with outside vendors.

### **PRINCIPAL DUTIES:**

- Expertly use InDesign, Photoshop and Illustrator to create effective, eye-catching materials ranging from national print and outdoor advertising to direct mail solicitation and catalog/magazine layouts to web banners to packaging – and much more.
- Develop and maintain visual standards for the AFI brand that correspond with its mission.
- Handle a multitude of projects simultaneously while insuring deadlines are consistently met and standards and budgets are maintained.
- Negotiate pricing and coordinate design materials with outside vendors, including printers, mail houses, etc.
- Other duties as assigned.

### **EXPERIENCE/SKILLS REQUIRED:**

- Strong ability to think strategically, envision design concepts and execute direction with minimal supervision and revision.
- Expert skills in InDesign, Photoshop and Illustrator. Proven ability and expertise with hand drawn illustrations is a necessity.
- Minimum of five years hands-on professional design experience in entertainment, packaged goods, advertising, or a design agency.
- Proven experience with brand design and execution.
- Extensive knowledge of pre-press and printing processes.
- A strong team player comfortable collaborating and offering helpful feedback. Successfully able to collaborate with all departments/levels of the organization and third parties in a highly professional manner.
- Excellent oral and written communication skills.
- Successfully able to multi-task and work with tight timelines.
- Attention to detail and strong organizational skills are a must.
- Knowledge of PowerPoint, Flash, Dreamweaver and an understanding how web applications work is a strong plus.

**SUPERVISION:**

Performs duties under the supervision of the AFI COO and works in collaboration with other AFI creative designers.

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FULL-TIME   X        If full-time, number of months per year   12    
PART-TIME             If part-time, number of hours per week         
REGULAR   X        TEMPORARY