

Job Description

Title: Graphic Designer - Signage	ID:
Department: Design	Location: Indianapolis
Division: Signworks, Indianapolis	Reporting to: Creative Director
FLSA Classification: Exempt	Employment Type: Full Time
	Version: 1.0

Position Summary

A sign graphic designer, will use artistic, marketing, and design-software skills to develop signs for businesses, communities, developments, municipalities, retail, education, and other customers. To do this effectively, you research and understand local zoning laws and have a comprehensive knowledge of the countless signage material options and fabrication methods and processes.

A sign designer will also learn and stay on top of ADA compliancy as it relates to signage, and also understand colors, type, size and location for maximum visibility. In addition, knowledge of sign construction for exterior signs like channel letters, monument signs, pylon signs, and custom fabricated structures would be ideal.

Once you have the desired material and specifications hammered out, you use your computer software and notebook to sketch out articulate prototypes for the customer's approval. This part of the job uses your toolbox of creative, artistic, and imaginative skills to design original signs that advertise the perfect message.

This position requires the understanding of the sign-building and fabrication process that includes setting up files to be printed and routed: bleeds, drill hole locations, substrate sizes, scaling and (but not limited to) proofing. This position also requires the full understanding between raster and vector as well as a full command of CMYK and RGB as it relates to large format printing. Candidate must have working knowledge of our equipment (we will train) and how each element comes together to create high-quality signage. Mastery of AI and PS are required. (Mac and PC)

Essential Duties and Responsibilities

- Works with GM, sales rep, and estimating to execute initial designs that meet the requirements of the project.
- Actively collaborates with the design team to develop projects and programs that meet the project objectives.
- Understands the proofing process, makes corrections, and provides architectural submittals.
- Prepares plans, message schedules, specifications, sections, elevations, and detailed drawing packages.
- Coordinate with teams and to ensure processes for completion meet the requirements of the various production processes and touch points.
- Projects will cover multiple design disciplines including retail, workplace, higher ed, and consulting allowing for cross pollination between graphic design, environmental graphic design, brand strategy, and architecture.

- Communicate professionally and courteously with team and clients.
- Meet with Account Staff as needed to answer questions about the drawings.
- Collaborate with architects to integrate designs into the architectural drawing sets.
- Attends departmental meetings as required.

Core Competencies

- Problem Solving.
- Collaboration Skills.
- Communication Proficiency.
- Ethical Conduct.
- Business Acumen.
- Organizational Skills.
- Project Management.
- Time Management.

Skills and Abilities

- Ability to establish priorities, work independently, and achieve objectives without supervision.
- Positive attitude, time management, detail oriented traits, and multi-tasking skills.
- Proven ability to work collaboratively
- Strong conceptual thinker able to translate strategic thinking into visual solutions.
- Excellent analytical and problem solving skills.
- Understanding of branding concepts and the potential for their application to, relationship with, and integration into the built environment.
- Excellent verbal, graphic, presentation, and written communication skills
- Skilled visual sense and understanding of typography, composition, multiple media platforms, legibility, standards development, documentation, and information design skills.
- Ability to visualize in two or three dimensions
- Works well in an interdisciplinary, fast paced environment
- Intermediate Microsoft Office and Adobe PDF application skills
- Proficient Adobe Illustrator, Photoshop, and InDesign skills
- Valid driver's license
- Predictable and consistent behavior with attitude, attendance, and performance.

Education & Experience

- Minimum of high school diploma or equivalent.
- College degree in graphic design, environmental graphic design, information design, communication design or similar is preferred.
- 4-8 years experience in a related or similar role.
- Experience in project work involving signage systems and wayfinding programs
- Direct experience with the development and implementation of brand strategy
- Experience leading a project from concept to implementation
- Experience with the built environment, comprehension of architectural scales, sections, plans, and elevations



Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.