GRAPHIC DESIGN TEAM LEAD

The Graphic Design Team Lead is responsible for overseeing all visual assets for Ad 2 Orlando's marketing, events, and campaigns.

The ideal candidate is a highly creative individual with an eye for design consistency and strong attention to detail. They have experience leading creative projects from concept to execution and can manage multiple priorities while maintaining brand integrity. This person is passionate about design, understands the power of visual storytelling, and is comfortable collaborating with other team members across departments.

Reports to: Creative Director

Requirements
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
- Experience leading or managing design projects and teams
- Strong portfolio showcasing a range of creative work
- Ability to give and receive constructive feedback
- Familiarity with branding, typography, and layout principles
- Excellent time management and organization skills
- Understanding of digital and print design best practices
- Passion for visual storytelling and brand identity

Responsibilities
- Lead the Graphic Design Team in creating content
- Design materials for social media, email marketing, event promotion, etc.
- Ensure consistency across all designs in alignment with Ad 2 Orlando's brand guidelines
- Review and provide feedback on design drafts from team members