



APPENDIX II

JOB TITLE : DESIGNER LEAD

REPORTING TO : CREATIVE DIRECTOR

JOB SUMMARY

We are looking for a Designer Lead who is experienced in coming up with design direction based on company requirements. You must collaborate with the Marketing department and other parties to produce the design. Also, excellent team management skills are needed as you will need to guide and assign tasks to the team.

JOB RESPONSIBILITY

1. Understand marketing initiatives, strategic positioning, and target audience.
2. Produces art layouts by developing art concepts and providing work direction to designers.
3. Cooperate with creative director and the rest of the creative team across different types of media.
4. Trains, assigns, schedules, and coach designers.
5. Take work from concept to final execution within deadlines.
6. Improves quality results by studying, evaluating, and re-designing processes.
7. QC visual output based on company's CI guideline, theme/ concepts alignment for standardization.
8. Develop, maintain, and refresh company's brand CI guideline.
9. Committed to project timeline and uphold for company's branding standard in terms of creative.
10. Study creative brief form and discuss + delegate jobs with designers on concept and deadline.
11. Stay update with latest design trend and competitor's promotional design.

JOB REQUIREMENT

1. Knowledge of Adobe Creative Indesign, Adobe Illustrator & Adobe Photoshop, Adobe After Effect, Motion Graphic.
2. An outstanding and compelling portfolio to showcase strong visual design and brand system implementation across wide range of creative projects.
3. Able to work well in a team and deal with multiple departments.
4. Able to work under pressure and fast-paced environment.
5. Fluent in English and Bahasa Malaysia (written and verbal). Fluent in Mandarin is a plus.

QUALIFICATION

1. Possess at least Bachelor's Degree in Graphic Design, Visual Marketing Design, Visual Communication, Product Design.
2. A minimum of 6 years of working experience any design related jobs.

XOX MANAGEMENT SERVICES SDN. BHD.

Registration No. 200901006817 (849780-K)
Lot 8.1, 8th Floor, Menara Lien Hoe, No. 8, Persiaran Tropicana
Tropicana Golf & Country Resort, 47410 Petaling Jaya, Selangor Darul Ehsan.

T: 603 7884 2388 | www.xox.com.my
F: 603 7803 0778 | 1300 888 010 or 12273 (for XOX user)