

Graphic Designer Manager

Department: Brand & Communications

Organizational Relationship: Reports to the Global Creative Director

FLSA Status: Exempt

Last Updated: October 14, 2024

General Summary:

The Graphic Designer Manager is a senior member of the design team in the firm's global Creative Services function. The Graphic Designer Manager applies core design principles to complex, strategic projects ensuring all work is aligned to the firm's brand and design guidelines. The Graphic Designer Manager works closely with other designers to lead and collaborate on creative concepts, ensure consistency across all design outputs, and deliver high-quality visual solutions.

Essential Duties and Responsibilities:

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Leads and executes multiple design projects simultaneously, ensuring timely delivery while upholding high standards for visual presentation, craft, and attention to detail
2. Initiates design projects by gathering essential client information and relevant research, ideating broadly, developing effective creative solutions, and clearly articulating design rationale
3. Approaches creative challenges with a systems mindset and anticipates the broader implications of design decisions on the overarching brand ecosystem
4. Develops concepts and executions for digital and marketing deliverables, including identity systems, UX design for microsites, web pages, and website modules, social media, strategic presentations, newsletters, collateral, motion design, and themed events and other branded experiences
5. Guides internal clients and teams on design strategy and the application of brand guidelines, contributing to their evolution, and crafting templates, system elements, and other visual assets
6. Coordinates project workflows and communications to meet deadlines
7. Collaborates with other designers as well as colleagues in the Brand & Communications department on a range of creative assignments, often on tight deadlines
8. Stays abreast of firm priorities and developments, as well as news and current events, and trends in the design field
9. Promotes effective work practices, work as a team member, and show respect for co-workers

Position Specifications

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Education

- Bachelor's degree or equivalent in graphic design or related field required

Work Experience

- A minimum of seven years' experience as a designer in a branding agency, design firm, or in-house communications department required
- Experience in professional services or business-to-business preferred
- Experience with digital asset management systems, email marketing systems, digital and social marketing, and UX preferred

Knowledge, Skills & Abilities

- Exceptional design skills, including identity development, typography, complex grids and layout, color theory and application, motion design, and photography and illustration editing and art direction
- Outstanding presentation skills, ability to effectively position creative work and articulate the rationale behind design decisions to navigate subjective feedback
- Knowledge and skills in designing for digital and multi-media projects as well as traditional design (e.g., print)
- Advanced knowledge of design and presentation software, including Adobe Creative Cloud, Invision, Sketch, Figma, and PowerPoint
- Organizational skills to manage time well, prioritize effectively, and handle multiple deadlines
- Strong communication skills, both written and oral, ability to communicate skillfully to different audiences
- Ability to work in a team environment with a customer-service focus
- Strong ability to follow and flex established templates
- Ability to handle confidential and sensitive information with the appropriate discretion

Additional Requirements

- Occasional travel may be required

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.