JOB DESCRIPTION
The UNIVERSITY of OKLAHOMA

Graphic Designer I

Job Code: 10070

Salary Grade: 19

FLSA Status: Exempt

Job Family: Communications & Marketing

Job Subfamily: Creative Services

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Position Summary

Creates graphic design and visual communications for assigned print and digital media projects. Develops design concepts, produces marketing materials, and designs digital assets with some independence.

Job Responsibilities

1. Creates graphic design and visual communications for assigned print and digital projects.
2. Develops design concepts from initial brief through final production.
3. Designs digital assets including email templates, web graphics, and social media content.
4. Applies design principles including composition, balance, hierarchy, and color theory.
5. Presents design concepts and project options to supervisors and requesting stakeholders.
6. Tracks project timelines and budgets for assigned work.
7. Aligns visual communications with institutional brand guidelines and industry standards.

Minimum Requirements

Required Education & Experience:

- Education: Bachelor's Degree
- Experience: 3 years

Required Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Knowledge: Possesses solid working knowledge of professional principles, practices, standards, and applicable requirements.
- Communication & Collaboration: Builds productive internal/external relationships to resolve mutual problems via collaboration.
- Problem Solving: Diagnoses cause of problems and proposes potential solutions.
- Autonomy: Follows standard principles and guidelines with some latitude for personal decision making.
- Leadership: Primarily an individual contributor with no formal leadership responsibility.

Working Conditions

- Standard office environment.
- Prolonged periods of sitting and working at a computer.
- Frequent use of a keyboard and repetitive motion.
- Occasional lifting of up to 25 pounds.
- May experience periods of elevated workload and competing deadlines.

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