

Senior Graphic Designer

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Company: JFrog

Location: Tel Aviv-Yafo

Category: other-general

Senior Graphic Designer

Netanya/Tel Aviv, Israel | Marketing Share position

At JFrog, we're reinventing DevOps to help the world's greatest companies innovate -- and we want you along for the ride. This is a special place with a unique combination of brilliance, spirit and just all-around great people. Here, if you're willing to do more, your career can take off. And since software plays a central role in everyone's lives, you'll be part of an important mission. Thousands of customers, including the majority of the Fortune 100, trust JFrog to manage, accelerate, and secure their software delivery from code to production -- a concept we call "liquid software." Wouldn't it be amazing if you could join us in our journey?

We are seeking a passionate, experienced, and talented Senior Graphic Designer to join our Global Design team in Israel. In this role, you will play a crucial part in shaping our brand identity and visual language, working on strategic projects and high-impact initiatives that will set the tone for our company's future. As a Creative Brand Designer, you will collaborate with cross-functional teams, bringing your innovative design thinking to build and update our brand language and design system.

As a Senior Graphic Designer in JFrog you will...

Work in the Global Strategic Creative team, reporting to the Art Director.

Develop and execute creative strategies for JFrog's brand identity, ensuring alignment with overall business goals.

Collaborate with key stakeholders to understand and translate business objectives into compelling visual solutions.

Build, maintain and evolve the brand guidelines, and produce a comprehensive design system that serves as the foundation for all visual and brand elements.

Ensure consistency across all platforms, products, and communication channels by regularly updating and refining the design system.

Work closely with cross-functional teams, including marketing, product development, and UX/UI, to integrate brand design seamlessly into all projects.

Lead design initiatives that have a significant impact on JFrog's positioning and market perception.

Conceptualize and execute creative solutions that differentiate our brand in a competitive landscape.

To be Senior Graphic Designer you need...

A creative thinker with a passion for brand design and a desire to contribute and make a lasting impact.

Bachelor's degree in graphic design or equivalent design-related field, or commensurate industry experience

8-10 years proven experience as a Creative Brand Designer

Strong portfolio showcasing a diverse range of design projects, including brand development, design systems, and strategic initiatives.

Experience in digital and print designing, video editing (2D, 3D and shooting assets) and delivering online campaigns and social networks organic and promoted content.

Experience collaborating with multidisciplinary teams on technical implementation.

Ability to act as a leader in communicating conceptual ideas and design rationale, all within a user-centered design process with a strong creative concepts cracking skills

Proven proficiency with industry standard design tools (e.g. Adobe Creative Suite, Figma).

Excellent communication and collaboration skills.

Must be adaptable, flexible and accountable in meeting tight deadlines and rework, work on several projects simultaneously, and track projects status.

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