

Job Information

Post Title	Graphic Designer
Company Name	A WORK OF SUBSTANCE
Business Nature / Introduction	<p>Substance is an award-winning multidisciplinary branding and interior design agency focusing on high-end F&B, hospitality and residential projects.</p> <p>At the very epicenter of Hong Kong’s design revolution, our 22-person shop uses design as a tool to rejuvenate culture and local neighborhoods, creating works of substance that make Hong Kong a place people look to for inspiration. Ever daring and ever curious, we are constantly venturing into new projects and industries, including the launch of our exclusive line of furniture and lighting.</p> <p>We attract the type of clients who appreciate uniquely crafted designs and that allow us to do things we could have only dreamed of. With commissions spanning the globe, we are now active in in Hong Kong, Seoul, Koh Samui, Singapore, Bali, Puerto Escondido, Paris and Sydney.</p> <p>Curious? Visit us at www.aworkofsubstance.com</p>
Role / Responsibility	<p>Job Description:</p> <p>We are looking for an ambitious, creative and communicative graphic designer with a proactive and hands-on mindset to join our growing graphic team in Hong Kong.</p> <p>The successful candidate will be both an independent problem solver, as well as a proven team player when it comes to getting the job done. They must be passionate storytellers and will develop the branding, colour palette, and typography across print and digital platforms that expresses the narrative. The designer will be responsible for designing and producing assets for all of our Clients’ brand touch points offline and online. We’re looking for an individual who takes details and aesthetics seriously, and is interested in taking on the most challenging and rewarding projects around the globe.</p> <p>If you have an entrepreneurial spirit, get excited about finding smarter ways to do things, and have a burning desire to be part of a winning team where you can truly make a difference, we want to meet you.</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Discuss the design brief with creative team, and proactively take part in internal creative meetings from conceptual to final production stage • Research and determine strategies to deliver a clear message to different target audiences, and develop unique brand concepts and narratives that pertain to the project brief and market • Design distinct and expressive brand identities • Design and create production files for printed collaterals, illustrations, packaging, brochures, sales and marketing materials, on-site artworks and signage • Work closely with Substance’s project managers, interior and product design team; providing art direction to 3rd parties such as photographers, video production teams

Requirements / Qualification	<p>Preferred Qualifications: Research postgraduate/taught postgraduate/undergraduate/sub-degree graduates in the following fields of study:</p> <ul style="list-style-type: none"> • Design • Intimate Apparel and Activewear • Knitwear Design and Technology • Retail and Marketing • Technology <p>Other requirements:</p> <ul style="list-style-type: none"> • Degree holder or above in graphic design or related majors from a recognised international school • Minimum 3-year experience in F&B/Hospitality/Retail projects • Fully proficient in Adobe CC suite • Fluent in English; Cantonese and/or Mandarin is a plus • Highly motivated and reactive, passionate about design and a good team player • Extremely detailed with a creative flair and strong eye for design • Able to multitask under tight deadlines • Self-motivated, hard-working and willing to work overtime when necessary
Salary/Allowance	Based on experience, negotiable
Additional Information	Working language: English Please note that only successful candidates will be contacted.
Application Method	Please send the following documents in English to hello@substance.hk : <ul style="list-style-type: none"> • CV • Portfolio