
Graphic Designer

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Union Assurance is a leading corporate and one of the fastest growing entities in the Life Insurance industry backed by the strength and stability of John Keells Holdings PLC, one of Sri Lanka's largest conglomerates.

The Job Role:

The person will be responsible for collaborating with the marketing team members, creating graphics and creatives for events, developing artistic ideas, and producing final design solutions for organizational events and promotions.

Principle Accountabilities:

- Participate in channel marketing initiatives and projects from concept to completion and produce drafts, prototypes, and engaging in design solutions.
- Create and/or update marketing and communication materials (posters, newsletters, logos, print and web images, mini-animations, applications, etc.)
- Support the department by creating graphics for events, promotions and other marketing campaigns held at Agency and Partnership Distribution
- Provide additional administrative and graphics production assistance, including working with graphic production suppliers and other design agencies and vendors
- Update and manage marketing and sales materials, including presentations, fact sheets, brochures, commentaries, applications, and other collateral
- Perform regular updates of marketing and sales materials to ensure consistency, quality, and accuracy, including internal reviews including compliance and fact-checking.
- Conceptualize product designs and physical interactions using sketching and 3D
- Define product design language and aesthetic directions that can make the product iconic, unique, and recognizable while fitting with the brand and what the target user's desire
- Explore product architectures that consider details of how people would use and perceive the product, usability, ergonomics, and the human factors of the experience
- Apply style guides creatively while upholding brand identity
- Brainstorm with the team and come up with new ideas for upcoming campaigns and events
- Craft details and signature elements in the product that are meaningful, make people love the experience, and build long-lasting relationships and routines
- Build virtual and physical prototypes to simulate the experience with the product, including how it looks and feels, its interaction, and how it might be manufactured or assembled.

Qualifications and Experience

- A bachelor's degree from a recognized university in a relevant discipline.
- 03 – 05 years of experience in a similar capacity.
- Strong knowledge of graphic design fundamentals, print production standards, and proficiency in designing tools such as Adobe Photoshop /Canva/Illustrator.
- Video creation and editing skills are essential
- Good eye for design, layout, typography, and attention to detail.
- Highly ambitious, dynamic, self-motivated and enthusiastic personality
- Ability to work under minimum supervision, multi-task and work under pressure

The selected candidate for the above position will be entitled to an attractive remuneration package. Applicants who are interested are encouraged to apply on or before 28th June 2025.

Union Assurance PLC
18 Jun 2025

