



the *silk* initiative

TSI is now hiring a Senior Graphic Designer to join our growing team.

In this role you will be responsible for the entire design process – including defining client requirements, visualising and creating graphics including illustrations, logos, and layouts. You'll be the one to shape the visual aspects of branding collaterals, product packaging, and more.



Your graphics should capture the attention of those who see them and communicate the right message. This is a hands-on role and should be exciting for someone who has creative flair, curiosity, and growth mindset. You will have proven experience in being able to take projects from briefing to final artwork, as well as be a good communicator to defend design work.

DESIGN RESPONSIBILITIES

- Manage design projects from design briefs to final artwork
- Client management, includes attending client meetings and presentations
- Conceptualise visuals, prepare drafts and present ideas to head of Innovation and broader team
- Develop visual identity systems and guidelines, and packaging
- Work with copywriters and creative director to produce final designs
- Data visualisation
- Presentations and graphics for TSI team

REQUIREMENTS

- 3-4 years proven experience in executing design from briefing to production
- Degree in Visual Communication
- Has experience with developing visual identity, brand guidelines, and packaging design
- Proficient in design softwares (InDesign, Illustrator, and Photoshop)
- Articulate and a good communicator
- Candidates with work experience in 4A agencies or branding studios are preferred
- Bilingual candidates only



The Silk Initiative (TSI) is a data-led foresight consultancy that future-proofs ambitious consumer brands. Armed with the perfect combination of foresight, strategy, innovation, and design, we pride ourselves on bridging the gap between brands and consumers. TSI is a dynamic team of experts from around the world. We pride ourselves on having a positive work environment with high employee satisfaction. Our beautifully designed headquarter office encourages the creativity, collaboration, and expertise we bring to each engagement.

BENEFITS

- Competitive salary
- Flexible work from home policy
- Excellent career growth
- Company offsites
- Upskilling training
- Work travels

HOW TO APPLY

- We are after someone who has a high level of attention to detail and able to follow instructions
- Review our website and tell us 3 reasons why you'd like to join our team
- You will require a CV with a cover letter detailing why you're right for the role and what appeals to you about the position. The cover letter should include the words "white rabbit"
- **Contact:** Evelyn Hussain **Email:** evelyn@thesilkinitiative.com

