

**Job Description:**  
**Production Designer**

**Summary**

The Production Designer is responsible for preparing final artwork for various elements of creative platforms including print, OOH, motion, digital/web, etc.. Their role is to assist and work closely with Designers and Partners to execute engaging creative for Underline's clients and ensuring it is delivered on time and to the highest standard.

**Reports to**

Underline Partners and Studio Manager

**Essential Responsibilities**

- Checks all final artwork that leaves studio and ensures it is press or production ready
- Revising and completing of design elements based on previously established creative direction
- Assisting Designers and Partners with production of style guides and brand guides
- Stays current and up-to-date on the latest software, computers, and online developments
- Identifies areas for improvement in technology at Underline to partners. Presents suggests and budgets for improvement where necessary.
- Work closely with the Studio Coordinator and assist in coordinating with print/other vendors to ensure all jobs are printed to perfection and on schedule
- Coordinate with Partners to make regular updates to Underline Studio's website, including the preparation of all images for web, content management, menu changes and code/style adjustments
- Assist Designers with preparing images for social media platforms
- Clipping paths on photography for various projects when necessary
- Prepare and supply image proof files when necessary
- Review image proofs, mockups and press sheets from vendors for all projects; make changes as necessary and/or coordinate with vendors to make any revisions to final artwork
- Manage the organization of all artwork files/folders; archive old jobs regularly to free up space on the file server
- Monitor project schedules carefully and review regularly with the Studio Coordinator to ensure there is more than enough time for preparing final artwork and final production
- Negotiate faster production with suppliers when necessary, protecting deadlines and best interests of Underline and our clients
- Maintain strong vendor/supplier relationships, for example knowing key production contacts with suppliers
- Preparing presentation materials for client presentations and new business proposals

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**Management of Technology Responsibilities**

- Day-to-day management, operation and maintenance of all studio technologies to ensure IT systems operate reliably to meet the needs of all departments
- Manage all networking equipment and troubleshoot any networking/Internet related issues when they arise
- Troubleshoot any computer/software related issues as required; assist all coworkers to ensure computer issues are resolved efficiently
- Setup/manage all email accounts (IMAP via Beanfield)
- Manage domains and web hosting account(s)
- Keep all WordPress installs and plugins up-to-date and free of any viruses/exploits
- Maintain regular backups of all website content, files and databases

The above tasks can be outsourced and overseen by the Production Designer, if deemed necessary in discussion with Partners. The key core responsibilities of the Production Designer are the essential ones on page one.

**Assets**

- Photo retouching
- Basic animation/motion graphics
- Video editing
- HTML/CSS coding for client websites and html emails
- Assisting clients with backing up website files
- Training clients on WordPress, use of other CMS

