

UW HEALTH JOB DESCRIPTION

POSITION SPECIFICS

Job Code: 320004	FLSA Status: Non-Exempt
Mgt. Approval: C. Klann Date: 10.2016	HR Approval: MJG Date: 10.2016

JOB SUMMARY

Under the direction of the Director, Creative Services, the Graphic Designer is responsible for the conception, design, production and print buying and management of printed and electronic work for various UW Health audiences.

The Graphic Designer must be able to work effectively with various Marketing & Communications staff including account managers, editors, photographers, production specialists and other design staff. The Graphic Designer has project management responsibilities and works under tight deadlines to complete assignments. The incumbent works directly with printers and other external vendors to get work produced.

MAJOR RESPONSIBILITIES

- Conceptualizes, designs and produces a wide variety of work for a broad range of needs, including but not limited to, philanthropy, advertising, marketing, corporate communications and events.
- Creates innovative design solutions with a strong sense of typography, composition and visual balance.
- Designs materials in keeping with client goals and institutional standards.
- Designs effective templates and applies them appropriately to create a consistent brand experience.
- Under the supervision of the Director of Creative Services, plans, organizes and manages projects as assigned using web-based project management system.
- Works with external commercial printers and other vendors.
- Works directly with print vendors to update/provide current versions of on-demand files for client ordering.
- Creates original charts, illustrations, infographics and other graphics when needed.
- Selects stock graphics and photography that enhance messaging.
- Works with department photographer, freelance photographers or outside artists to art direct original photography and selects imagery in keeping with project purpose and audience.
- Recommends production techniques to enhance project goals and suggests alternative designs that may save time or money without affecting quality.
- Communicates professionally and effectively in a timely manner.
- Works collaboratively with colleagues.
- Collaborates with web team to ensure that website design aligns with print materials and advertising.
- Under the supervision of the Director of Creative Services, creates print specifications and works with print vendors and purchasing agents to estimate costs and purchase printed materials.
- Completes project work within targeted timeframes and budgets.
- Maintains accountability with supervisor and colleagues regarding status and completion of projects by using department's project management system.
- Provides design support or service to areas beyond graphics team (e.g., web, social media, signage, digital advertising).
- Consults with department account managers and outside vendors to recommend approaches that achieve client goals while completing projects within required timeframes and budgets.
- Participates in continuing education and training.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Associate's degree Graphic Design, Art, Communications, Marketing or related field
	Preferred	Bachelor's degree in Graphic Design, Art, Visual Communications or related field
Work Experience	Minimum	1 year experience in design working as a graphic designer in an ad agency, design shop, corporate in-house setting or similar.

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	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities	<ul style="list-style-type: none"> Design portfolio should represent a cross-section of skills in creative conceptualizing, design, production and emphasize creative, high-quality and imaginative promotional materials Proficient using Mac computer system and software Proficient using design software (Adobe InDesign, Illustrator, Photoshop, Acrobat) Skilled in using Microsoft software (Word, PowerPoint, Excel) Skilled in working with PDF workflow Knowledge of web-based design work Knowledge of art directing original photography Knowledge of commercial print-buying processes Ability to learn computer and application skills as applicable to role Ability to interact with and work around people Ability to make judgments in demanding situations Ability to react to frequent changes in duties and volume of work Effective communication skills Ability to listen empathetically Ability to logically organize details Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish Ability to manage multiple concurrent activities 	

AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

	Infants (Birth – 11 months)	<input checked="" type="checkbox"/>	Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)	<input checked="" type="checkbox"/>	Young Adult (20 – 40 years)
	Preschool (4 – 5 years)	<input checked="" type="checkbox"/>	Middle Adult (41 – 65 years)
	School Age (6 – 12 years)	<input checked="" type="checkbox"/>	Older Adult (Over 65 years)

JOB FUNCTION

Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
<input checked="" type="checkbox"/>	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#

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List any other physical requirements or bona fide occupational qualifications:	
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Work/Environmental: Moderate noise level consistent with an office environment