**Person Specification**

**Job Title: Product & Packaging Designer**

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| **Criteria** | **Essential/Desirable** |
| **Qualifications**  GCSE standard or equivalent  Graphic design and/or Illustration qualification | E  E |
| **Skills/Competencies**  Highly competent in Illustrator, Photoshop and Abobe  Excellent product and packaging design skills with the ability to fulfil a brief  Excellent drawing skills, both digital and traditional techniques  Excellent verbal and written communication skills  Attention to detail and the ability to produce work to a consistently high standard  Experience of 3D and CAD design | E  E  E  E  D  D |
| **Knowledge**  Understanding of good commercial design  Awareness of crafting techniques and brands  Awareness of trends and how to apply them appropriately | E  E  D |
| **Experience**  Minimum 3 years’ design experience  Experience of creating brands  Working experience of product & packaging design  Working in a fast-paced environment to a variety  of briefs  Experience of working on paper & soft crafts products plus SVGs | E  E  E  E  D |
| **Personal qualities**  Passionate, enthusiastic and knowledgeable about effective design  Approachable, positive, open and friendly, and able to gain the trust and confidence of others  Flexible and willing to react quickly to changing demands of the business  Able to work under pressure to tight deadlines, ensuring the quality of the work produced is of a consistently high standard with great attention to detail  Excellent time management skills, with the ability to multi-task proficiently | E  E  E  E  E |