

Job Title: Designer

Reports To: Communications Senior Executive

Hello! We are FrogAsia

Our vision is to see that everyone has access to quality education regardless of their location or background. We do this by transforming learning spaces, empowering learners (*which includes educators*) with the knowledge and skills needed to be creative communicators, collaborators, and changemakers in their own communities and across the globe. We believe that with the right character, creative spirit, and drive for excellence, lifelong learners can thrive.

Role Summary

The Designer works within the Marketing Team to curate and guard the FrogAsia brand identity in all of the company's communications. The Designer may be required to manage and/or collaborate with teams of designers to carry out design tasks required to support the company's communications needs.

The role involves conceptualising and producing marketing collateral, designing brand merchandise, assisting in the management of third-party agencies and freelancers, working with development teams to design website and app UI, and ensuring a smooth flow of communication between designers and other departments that require design work.

Job scope and Expectations:

- Assisting the Marketing team in the brand custodianship and guarding of the FrogAsia brand
- Execution of design work for all official communication, content, merchandise and collateral including idea generation based on brief given, sketching, design drafting, reworking drafts, final artworks and its derivatives (e.g. sliced artwork for web)
- Possess a passion and enthusiasm for design through the creative work in alignment with the FrogAsia brand and Brand Architecture at all times
- Be ever-ready to contribute to the improvements of the FrogAsia Brand Architecture
- Responsible for delivering designs according to timelines and goals
- Managing and maintaining proper filing of working assets at all times
- Managing, maintaining and preparing Marketing Inventory for all printed collateral and merchandise produced by the company (this includes company events, including roadshows, trainings, school visits, and workshops)
- Assist in driving brand and marketing campaigns through specific activations, including supporting events, roadshows, contest management and other initiatives from time to time
- Constantly learning and ready to pick up or master new skill sets relevant to the craft: such as a proficiency in DSLR photography, videography, Adobe Lightroom, Adobe Premiere Pro, Adobe After Effects, Sketch, etc.
- Must be able to familiarise with and understand the aspects of publication and production in all forms of media (web, mobile, social media, print, etc); being particular to observe and maintain quality standards of output/deliverables (e.g.

using right colour modes, exporting packages, optimizing for web, utilizing the appropriate application and understanding scalability/limitations, etc)

Requirements:

- Candidate must possess a minimum Diploma in Art / Design / Creative Multimedia or related fields
- Preferably 1 -5 years of working experience in the related field (fresh graduates are encouraged to apply)
- Must be proficient in Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Willingness to learn fast on the job and adapt to new marketing approaches and changing environment is a prerequisite
- Candidate will be based in Sentul, Kuala Lumpur but travel within Malaysia may be required occasionally

HEART Values

At FrogAsia, we employ people who want to do more than sell a product – people who believe in our vision to transform education and who want to make a positive difference to the world. We expect all our employees to demonstrate our HEART values in everything they do.

HEART Values
<p>Here to make a difference Empowering someone is giving them the means to go forward and make a difference. Like pressing the play button of a life-changing movie, you are setting motion to greater potential. This is our approach to everything we do as individuals within a team, and together as a team making a difference for others.</p>
<p>Enjoy what you do and who you do it with We have accomplished so much together because we see ourselves as a ‘family’. We are proud of the role we play and we’ve got each other’s backs. There is a sense of joy in what we do, and in doing it together.</p>
<p>Act with integrity What is more important than getting things done is the attitude we have when doing those things. Living with honour and applying it to all we do, is the cornerstone of the future we’re building here. It is our true North in a sea of decision-making, and in treating others with dignity and respect</p>
<p>Reach for perfection Reaching for perfection takes passion and it takes perseverance. It is this pursuit that keeps us moving forward and we are ‘committed’ to seeing things through.</p>
<p>Think ahead and outside of the box We believe in being present while keeping sight on what’s ahead. We allow our sense of wonder and curiosity to lead our exploration of new possibilities and are always pushing the boundaries of what’s ordinary or expected.</p>