

Graphic designer job description

Updated October 17, 2026. Written and reviewed by the HRTally Research Team. Replace everything in [brackets].

Details

- Department: [Department]
- Reports to: [Manager title]
- Location: [City, State, or remote]
- Employment type: [Full-time, part-time, or seasonal]
- FLSA status: [Exempt or nonexempt]
- Pay range: [\$X to \$Y per year]

About [Company]

[Two or three sentences about what your company does, who it serves, and why people like working here.]

Job summary

We're looking for a graphic designer to create clear, on-brand visuals for our [marketing, product, or brand] work across digital and print.

What you'll do

- Design marketing assets, including ads, social graphics, emails, and landing pages.
- Create presentations, sales materials, and print collateral.
- Apply and evolve brand guidelines across every touchpoint.
- Work with copywriters, marketers, and product teams from brief to final file.
- Prepare files for print and digital production.
- Manage several projects and deadlines at once.
- Present concepts and take feedback well.
- Keep design files and asset libraries organized.

What you'll need

- Portfolio showing strong design work across digital and print.
- Expert skills in [Adobe Creative Cloud and Figma].
- Strong typography, layout, and color skills.
- Ability to meet deadlines and handle feedback.

Nice to have

- Bachelor's degree in graphic design or a related field.
- Motion graphics or video editing skills.
- Experience in [industry].

Skills

Visual design, Typography, Layout, Brand consistency, Collaboration, Time management.

Physical demands and work environment

Office, hybrid, or remote setting. Mostly seated computer work.

Pay and benefits

[\$X to \$Y per year], based on experience and location. [List benefits, such as health insurance, retirement plan match, paid time off, and training.]

Equal opportunity

[Company] is an equal opportunity employer. We consider all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, veteran status, or any other status protected by law. If you need a reasonable accommodation to apply or interview, contact [name] at [email or phone].

Hiring notes for HR and the hiring manager

Pay data

- Median hourly wage: \$30.27 (BLS OEWS, May 2025, SOC 27-1024, Graphic designers).
- Median annual equivalent: \$62,960 (hourly median x 2,080 hours).
- Mean annual wage: \$70,560.
- Check state and metro data at bls.gov/oes before setting your range, and include the range in postings where the law requires it.

Exempt status and legal notes

FLSA status: Depends on duties. Duties and pay decide overtime eligibility, not the job title.

Graphic designers may be exempt under the creative professional exemption if their primary duty requires invention, imagination, originality, or talent, and they're paid on a salary basis above the threshold. Designers who mostly resize, format, or produce files to set templates are often nonexempt. Clarify in the offer who owns the work, because work made by employees within the scope of their job generally belongs to the employer.

How to customize it

- List the mix of digital and print work.
- Name the tools the team uses.
- Say how the design team is structured.
- Don't ask for unpaid spec work.

Interview questions

1. Walk me through a project in your portfolio from brief to final.
2. How do you handle feedback you disagree with?
3. How do you keep a brand consistent across many people creating content?
4. Tell me about a time you had to deliver under a tight deadline.

Before you post

- Separate required from preferred. Required means you won't hire without it. Everything else is preferred. Long required lists screen out qualified people.
- Describe physical demands and environment. Lifting, standing, shifts, travel, noise, temperature. This sets honest expectations and supports an ADA essential functions record.

- State the pay range. Required in a growing list of states and cities, and expected by candidates everywhere else.
- Say exempt or nonexempt. Decide based on duties and salary before you post, and keep the classification consistent with how you pay.
- Name required licenses and checks. Licenses, certifications, background checks, drug tests, and driving record reviews, with the timing of each.
- Add the accommodation and EEO statement. Tell candidates how to request a reasonable accommodation, and include your equal opportunity statement.

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