

Graphic Designer

Full-Time | Remote

At **VMM Collective**, design is not decoration. It is a strategic tool to shape perception, meaning, and growth. We are looking for a **Graphic Designer** who understands that strong visual identity begins with clarity of thought and ends with intentional execution.

This role is ideal for someone who enjoys working at the intersection of **strategy and craft** - translating research, insights, and ideas into cohesive brand systems across touchpoints.

Role Overview

As a Graphic Designer at VMM Collective, you will work closely with the **Creative Director and Brand Strategist** throughout the branding process, translating strategic insights into cohesive visual identities and brand systems. You will be involved across the branding journey - from research and exploration to execution and refinement.

Key Responsibilities

- Work closely with the Creative Director and Brand Strategist on identity-led branding projects
- Translate brand strategy, positioning, and insights into visual concepts and systems
- Assist in research related to brand strategy, including competitor analysis and visual trend mapping
- Explore and apply colour psychology meaningfully within brand identities
- Develop logos, visual identity systems, and brand collaterals
- Create mood boards, visual directions, style guides, and client-ready presentations
- Design digital and print assets aligned with established brand systems
- Maintain organised project files and documentation

- Stay updated with evolving design trends, tools, and branding practices

Job Specification

Qualifications

- Degree in Graphic Design, Visual Communication, or a related discipline
- Strong working knowledge of Adobe Illustrator and Photoshop
- Solid understanding of branding principles and visual identity systems
- Interest in strategic thinking, colour psychology, and brand storytelling

Skills & Competencies

- Strong eye for detail and consistency
- Ability to think conceptually while executing with precision
- Research-driven and insight-led approach to design
- Clear communication and collaboration skills
- Ability to work independently while aligning with creative direction
- Curiosity, initiative, and a commitment to continuously refining craft

What You Can Expect

- Exposure to **strategy-first branding projects** across industries
- A collaborative, remote-first working culture
- Direct involvement in shaping meaningful brand systems
- Space to think, explore, and grow as a designer beyond execution

Location: Remote

Employment Type: Full-Time

At VMM Collective, we value designers who don't just make things look good - but make them **mean something**.