

# TOMY INTERNATIONAL

## POSITION DESCRIPTION

**JOB TITLE:** Graphic Designer  
**EFFECTIVE DATE:** April 2024  
**DEPARTMENT:** 791 – Design Team

**Position Summary:** The Graphic Designer will report to the Graphic Design Director and will contribute to the structural and creative development of packaging, as well as support the other creative needs of the business. This position will be working in Dyersville, IA.

### Key Responsibilities:

- Work in partnership with product design and marketing teams to design and develop packaging, graphical assets, and internal and external marketing communications material.
- Work in partnership with the Brand Managers and packaging teams overseas to explore packaging structures, materials, print finishes, and ensure that a balance between finish and cost effectiveness is achieved.
- Assist with other corporate creative requirements such as exhibition graphics, promotional materials, catalog pages, online digital assets, and retouching when required.
- Manage workload and prioritise briefs in line with agreed critical path, communicating any potential issues or challenges.
- Ensure all design work meets the requirements of the brief prior to sign-off.
- Ensure a high level of quality and consistency across materials and align the creative approach and direction for a global market.

### Qualifications:

- Great attention to detail, enthusiasm, initiative, and a willingness to deliver.
- Creative problem solver in both thinking and execution.
- Experience of working with 3D packaging and graphic design in consumer goods is a plus.
- Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator).
- Strong communication and experience of working within an international and cross-cultural environment would be an advantage.
- Highly organized and efficient in work processes with a keen determination to resolve issues and deliver outcomes.
- Ability to manage quality package execution on multiple, concurrent lines.
- Ability to ideate, design and build three-dimensional packaging mock ups.
- Able to adapt to change and with a proactive and 'can do' attitude. Composed and objective under the pressure of competing and changing priorities.
- Ability to present concepts from a position of expertise, as well as a firm grounding and knowledge of graphic and packaging trends.
- Ability to create branding and logo options from a Creative Brief, in conjunction with direction from the Graphic Design Director is a plus.
- Ability to translate licensed assets into creative, yet efficient packaging that effectively sell the product.
- Experience in the Toy industry would be a significant benefit.
- CG Rendering skills with software such as Keyshot is a plus.
- Ability to adapt graphic style to a variety of toy projects, including, infant, toddler, toy, games and plush.

We are looking for people who are passionate about being part of a diverse team, where different backgrounds, experience and opinions are valued and incorporated into our daily work. We want to welcome people into our company that like to collaborate, take on challenges and value a wide variety of global views about consumers, brands, processes, and products.

**If interested, submit your resume and portfolio to [hr@tomy.com](mailto:hr@tomy.com).**

**DISCLAIMER:** The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this classification.