

Junior Designer vs. Designer

What's the Difference?!

This is different for everybody because it depends on the structure of your company. These are in the context of magazine publishing, but you'll find some overlap across other industries as well.

Art Assistant

Primary Responsibilities

- Assisting the Creative Director and art department
- Doing photo research
- Trafficking layouts
- Assisting during photoshoots

Opportunities

- Break into an industry
- Get first hand experience

Tirso's advice:

"If you're not doing the work you want to be, take the time to become great at a particular skill. I learned how to retouch and become an expert at Photoshop. It's a skill that is extremely valuable to any creative team. Some other niche areas that would be great for you to master: Illustrator, After Effects, Hand Lettering"

Junior Designer

Primary Responsibilities

- Smaller design tasks (sidebars, banner ads, pages with fewer elements)
- Develop design concepts and creative solutions that meet our business objectives and budgets
- Assist during photoshoots
- Photo research

Opportunities

- Learn from senior designers/art directors
- Understand what graphic designers actually do (no, it's not what they told you in design school. I mean yes, but also, no)
- Build a portfolio of real-life projects showcasing your skills

Tirso's advice:

"Everyone wants to move up in their career so fast that they skip the learning in this stage of the career. The more you learn from the people above you, you'll be a significantly stronger designer later on. If you know how to learn, you'll have some idea of how to teach. Later in your career, you'll need to mentor and grow a team. You can't do that unless you learned everything to begin with. Take the time to learn. I promise it'll be worth it."

Junior Designer vs. Designer

What's the Difference?!

Designer

Primary Responsibilities

- Working on more involved projects with less direction needed
- Can begin to lead junior designer

Opportunities

- Develop more in-depth concepting and techniques for design
- Work on projects from start to finish

Tirso's advice:

"You'll start to grow in your career a little bit more at this stage. Continue building on your skillset. Larger projects in this position might seem intimidating, but ask questions from your art director or creative director so you can learn how they approach designs."

Senior Designer

Primary Responsibilities

- Handle design projects on your own with very little direction
- Assist during photoshoots
- Mentor/lead junior designers
- Support the art director or creative director on larger projects

Opportunities

- Learn from art directors and creative directors
- Start to build really impressive projects in your portfolio
- Introduction into art direction

Tirso's advice:

"As much as we focus on ourselves, pay close attention to mentoring the junior designers. Overlooking someone else's work will allow you to build your taste in design by seeing what you like and don't like. Also, providing feedback allows you to work on finding solutions simply from looking at a design, which is an important skill for you to have in the art director stage of your career."

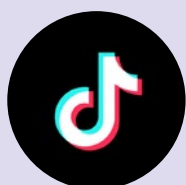
No matter where you're at in your career, make sure to do the leg work to get to the next stage. Keep on creating and the best of luck in your job search!

Thank you!

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