

## Graphic Design Intern 平面设计实习生

**Location:** Shanghai

**Company:**

PLTFRM is a Franco-Chinese creative agency founded in 2012. They specialise in brand strategy, digital marketing, and e-commerce consultancy. They deliver innovative and impactful campaigns that translate into sales for their clients, they collaborate primarily with international FMCG brands in the wine, spirits, food, wellness, and personal care industries.

Their team thrives on creativity, collaboration, and pushing boundaries to produce award-winning works.

PLTFRM 是一家成立于 2012 年的中法创意公司，专注于品牌战略、数字营销和电商咨询，提供创新且富有影响力的营销活动，帮助客户实现销售增长。他们的主要合作伙伴是国际快消费品牌，涵盖酒类、食品、健康和护理等行业。团队秉承创意、协作和突破边界的精神，致力于打造获奖作品。

**Job Summary**

PLTFRM seeks a talented and innovative AI-based Graphic Designer to join our dynamic creative team. The ideal candidate will be proficient in Adobe CC utilising the latest AI-based tools to produce groundbreaking visual content for our clients in the FMCG fresh food, food products, beverages, and spirits industries.

PLTFRM 正在寻找一位才华横溢、富有创新精神的 AI 应用平面设计师加入我们的创意团队。理想的候选人将精通 Adobe Creative Cloud，熟练运用最新的基于 AI 的工具，为我们快速消费品、新鲜食品、食品产品、饮料和酒类行业的客户制作开创性的视觉内容。

**Job Responsibilities**

- Using Adobe CC and AI-powered graphic design creation and editing tools to create high-quality social media and digital campaign videos.  
使用 Adobe CC 和基于 AI 的平面设计创作与编辑工具，制作高质量的社交媒体和数字营销活动视频。
- Conduct research to understand client industries, target audiences, and competitive landscapes.  
开展研究以了解客户所在行业、目标受众和竞争环境。
- Contribute to brainstorming sessions and provide creative input for campaign strategies.  
参与头脑风暴会议，为活动策略提供创意建议。
- Collaborate closely with the marketing and creative team, including copywriters and motion designers, to ensure cohesive and impactful designs.  
与营销和创意团队（包括文案和动画设计师）紧密合作，确保设计统一且具有影响力。
- Stay updated with the latest design trends, AI technologies, and industry best practices to keep our work fresh and competitive.  
紧跟最新设计趋势、AI 技术和行业最佳实践，确保我们的作品始终新颖且具有竞争力。
- Manage multiple projects simultaneously, ensuring timely delivery and adherence to brand guidelines.

同时管理多个项目，确保按时交付并符合品牌指南。

**Requirements:**

- **Proven experience as a Graphic Designer or similar role with a strong portfolio showcasing impactful social media content and innovative campaigns.**  
具有平面设计师或类似职位的丰富经验，拥有展示有影响力的社交媒体内容和创新活动的优秀作品集。
- **Proficiency in Adobe CC and new AI-based design tools.**  
精通 Adobe CC 和最新的基于 AI 的设计工具。
- **Strong understanding of digital marketing and e-commerce design requirements.**  
深刻理解数字营销和电商设计需求。
- **Exceptional creativity and attention to detail.**  
拥有卓越的创意能力和对细节的高度关注度。
- **Ability to manage multiple projects and meet deadlines.**  
能够管理多个项目并按时完成任务。
- **Strong communication and collaboration skills.**  
出色的沟通与协作能力。
- **Fluent in Chinese and English.**  
流利的中文和英文能力。

*Please send your resume to: [hr@pltfrm.cn](mailto:hr@pltfrm.cn), 抄送 [mu.xiaohan@ccifc.org](mailto:mu.xiaohan@ccifc.org)*