

## Senior Stall Designer

**Position Overview:** The Senior Stall Designer is a key member of the creative team responsible for conceptualizing, designing, and executing visually stunning and effective exhibition stalls for clients. They play a crucial role in translating client briefs into innovative and engaging stall designs that meet their objectives while adhering to budgetary and logistical constraints. This role requires a blend of artistic talent, technical proficiency, and project management skills to deliver high-quality designs on time and within scope.

### Key Responsibilities:

- **Conceptualization and Design:**
  - Collaborate with clients, sales teams, and project managers to understand their requirements, objectives, and branding guidelines.
  - Generate creative concepts and develop original designs for exhibition stalls that align with client goals and target audience demographics.
  - Produce detailed 2D and 3D renderings, floor plans, and elevations using design software such as AutoCAD, SketchUp, or 3ds Max.
  - Integrate elements of branding, signage, lighting, and interactive technologies to enhance the visual impact and functionality of stall designs.
- **Material and Structural Planning:**
  - Research and select appropriate materials, finishes, and structural components based on design concepts, budgetary considerations, and venue requirements.
  - Liaise with vendors, contractors, and fabricators to procure materials and oversee the fabrication and installation process.
  - Ensure that designs comply with safety regulations, building codes, and structural integrity standards.
- **Project Management:**
  - Manage multiple projects simultaneously, from concept development through to final implementation and post-event evaluation.
  - Develop project timelines, budgets, and resource plans in coordination with the project management team.
  - Communicate effectively with cross-functional teams, including graphic designers, production staff, and onsite technicians, to ensure seamless execution of stall designs.
- **Client Communication and Presentation:**
  - Present design concepts and proposals to clients in a clear, compelling manner, incorporating feedback and revisions as needed.
  - Provide proactive updates and engage in regular communication with clients to address questions, concerns, and design revisions throughout the project lifecycle.
  - Act as a trusted advisor to clients, offering expert recommendations and creative solutions to enhance the impact and effectiveness of their exhibition presence.



- Innovation and Continuous Improvement:
  - Stay abreast of industry trends, emerging technologies, and best practices in exhibition design and experiential marketing.
  - Participate in brainstorming sessions, design critiques, and knowledge-sharing activities to foster creativity and innovation within the team.
  - Identify opportunities for process optimization, cost savings, and quality enhancement to drive continuous improvement in design methodologies and workflows.

#### **Qualifications and Skills:**

- Bachelor's degree in architecture, interior design, industrial design, or a related field; additional certifications or coursework in exhibition design preferred.
- Minimum of 5 years of experience in exhibition stall design, preferably in an agency or design studio environment.
- Proficiency in design software such as AutoCAD, SketchUp, 3ds Max, Adobe Creative Suite (Photoshop, Illustrator, InDesign), and Microsoft Office.
- Strong portfolio demonstrating a diverse range of exhibition stall designs across industries and trade shows.
- Excellent creativity, artistic flair, and attention to detail, with a keen eye for spatial composition, color theory, and branding aesthetics.
- Effective communication, presentation, and client management skills, with the ability to articulate design concepts and influence stakeholders at all levels.
- Proven project management abilities, including time management, budget oversight, and resource allocation, to deliver projects on time and within budget.
- The Senior Stall Designer plays a pivotal role in bringing clients' visions to life through innovative and impactful exhibition stall designs that captivate audiences and drive business results.

**Experience: 5+ Years**

**Salary range as per experience and industry standards**

#### **Please note:**

- The candidate needs to attach their portfolio along with the resume
- The candidate will have to give a detailed test based on a brief on the interview day in order for the management to understand the skills and creativity