Zendesk Brand Design Career Paths (Individual Contributor)

**Title**
Production Designer

**Associate Designer**

**Designer**

**Art/Design Director**

**Creative Director**

**Senior Creative Director**

**Vice-President**

**VP**

**COO**

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### Functional Knowledge / Skills

- **Understanding of visual language, design principles, typography and layout.**
- They are comfortable using Zendesk’s design system to produce high-quality graphics.
- They have knowledge of user experience design and can work in production teams, providing feedback and support for the development of brand design projects.
- They are familiar with design and graphic production best practices, and can work with a wide variety of design tools and software.

### Job Complexity

- **Works on problems of moderate difficulty that require a considerable amount of analytical thought.**
- They determine a course of action based on analysis of data and drawings and can work on more than one problem at the same time.

### Personal Qualities / Dispositions

- **Strong desire to learn and grow.**
- They are engaged in self-study and are motivated to grow their knowledge and skills.

### Impact

- **Insufficient impact on cost, schedule, and performance.**
- They are responsible for the delivery of small projects or components within larger projects.

### Separation / Transition

- **Permanently retained.**
- This position does not involve routine relocation to other locations or project work overseas.

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### Leadership

- **Directs and controls the activities of a complete functional area through multiple levels of management within the company.**
- They are responsible for the implementation of policies and procedures, and for the development and supervision of personnel.

### Production Designer

- **Works on specific, repetitive tasks under close supervision.**
- They follow established procedures and standards to produce high-quality work.

### Associate Designer

- **Works on projects requiring the use of a variety of design techniques.**
- They are guided by established procedures and standards, and are responsible for the quality of their work.

### Designer

- **Works on complex issues with periodic supervision.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

### Art/Design Director

- **Works on complex issues where analysis of situations or data requires an original and creative interpretation of available information.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

### Creative Director

- **Works on issues that impact design/selling, marketing, and product marketing.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

### Senior Creative Director

- **Works on strategic projects.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

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### Zendesk Brand Design Career Paths (Individual Contributor)

- **Designing and implementing opportunities for the development and growth of Zendesk’s design team.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

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### Zendesk Brand Design Career Paths (Vice-President)

- **Works on issues that impact design/selling, marketing, and product marketing.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

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### Zendesk Brand Design Career Paths (VP)

- **Works on issues that impact design/selling, marketing, and product marketing.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.

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### Zendesk Brand Design Career Paths (COO)

- **Works on issues that impact design/selling, marketing, and product marketing.**
- They are responsible for the design and development of large-scale projects, and are capable of working independently.