



Graphic Designer – Vehicle & Truck Graphics

Join a Growing Team with Unlimited Opportunity

Advantage Fleet is a rapidly growing heavy-duty truck repair, fleet maintenance, towing, upfitting, specialty vehicle, graphics, and branding company serving customers throughout Michigan. As our business continues to expand, we are looking to add a creative and detail-oriented **Graphic Designer – Vehicle & Truck Graphics** to our team.

This position is responsible for designing and preparing custom vehicle wraps, fleet graphics, decals, lettering, signage, and other large-format visual branding projects. The Graphic Designer works directly with customers, sales staff, production personnel, and installers to transform ideas and company branding into professional graphics that are ready for production and installation.

If you are creative, organized, technically skilled, and enjoy seeing your designs come to life on trucks, trailers, fleet vehicles, and equipment, we want to hear from you.

What You'll Do

Vehicle and Fleet Graphic Design

- Design custom vehicle wraps, partial wraps, decals, lettering, and graphics for commercial vehicles
- Create graphics for semi tractors, trailers, fleet vehicles, service trucks, vans, specialty vehicles, and heavy equipment
- Develop original design concepts based on customer branding, ideas, and project requirements
- Adapt existing company logos and brand standards to vehicle applications
- Design layouts that account for vehicle body lines, doors, windows, handles, hinges, rivets, seams, and other physical features
- Ensure designs maintain proper proportions and visual balance across different vehicle types
- Create cohesive fleet branding packages for customers with multiple vehicle configurations
- Revise artwork based on customer feedback and internal production requirements
- Maintain consistency across multiple vehicles within the same customer fleet

Customer Collaboration and Design Development

- Work directly with customers to understand their vision, branding, and project goals
- Help customers develop professional vehicle graphic concepts
- Provide creative input and recommendations when customers need assistance developing a design
- Translate customer ideas into practical, production-ready artwork
- Create professional proofs, mockups, and renderings for customer review
- Make revisions accurately and efficiently based on customer feedback



- Clearly communicate design limitations, production considerations, and recommendations when necessary
- Maintain professional communication throughout the approval process
- Help create an experience that builds long-term customer relationships and repeat business

Print and Production Preparation

- Prepare artwork for large-format printing and vinyl production
- Ensure artwork is properly scaled to vehicle templates and production specifications
- Prepare cut paths and files for contour cutting when required
- Verify proper bleed, resolution, dimensions, and file setup before production
- Maintain accurate colors using appropriate color management practices
- Prepare files for printing, laminating, cutting, and installation
- Verify logos, text, measurements, spelling, and customer information before releasing artwork to production
- Work closely with production personnel to resolve file or print concerns
- Organize print-ready files in accordance with company procedures
- Maintain accurate versions of approved artwork

Installation Coordination

- Collaborate closely with vehicle graphics installers to ensure designs can be installed properly
- Account for body lines, contours, accessories, panel breaks, windows, and other installation considerations
- Adjust artwork when necessary to improve installation quality or appearance
- Communicate installation requirements and design details to production staff
- Assist with determining graphic placement and alignment
- Review completed installations when appropriate to identify opportunities for improvement
- Use installer feedback to continually improve future design layouts and production preparation

Large-Format Graphics and Branding

In addition to vehicle graphics, this position may assist with:

- Commercial signage
- Banners
- Window graphics
- Wall graphics
- Equipment decals
- Safety and identification graphics
- Fleet numbering
- DOT and regulatory lettering
- Custom decals
- Promotional graphics



- Marketing materials
- Internal company branding
- Customer branding projects

File and Project Management

- Maintain organized customer and project design files
- Follow established naming and file-storage procedures
- Keep customer logos, brand standards, color information, and approved artwork organized
- Maintain accurate project records
- Track revisions and approved versions of customer artwork
- Manage multiple active design projects simultaneously
- Prioritize projects based on production schedules and customer deadlines
- Communicate potential delays or design concerns promptly
- Work closely with management and production staff to keep projects moving efficiently
- Protect and maintain customer artwork and confidential brand information

What We're Looking For

- Must be 18 years of age or older
- High school diploma or GED equivalent
- Previous professional graphic design experience required
- Vehicle wrap, fleet graphics, large-format print, or signage experience strongly preferred
- Portfolio demonstrating relevant design experience required
- Proficiency with Adobe Illustrator
- Proficiency with Adobe Photoshop
- Strong understanding of vector artwork and raster graphics
- Experience working with vehicle templates
- Strong understanding of scaling and large-format design
- Knowledge of contour cutting and cut-path preparation
- Strong understanding of typography, layout, color, and composition
- Ability to prepare professional print-ready artwork
- Strong attention to detail and commitment to accuracy
- Excellent written and verbal communication skills
- Ability to communicate professionally with customers and coworkers
- Strong organizational and time management skills
- Ability to manage multiple projects in a fast-paced environment
- Ability to prioritize deadlines without sacrificing quality
- Self-motivated and capable of working independently
- Strong problem-solving and creative-thinking abilities
- Ability to accept feedback and make revisions professionally
- Ability to work effectively as part of a team
- Willingness to continue learning new software, materials, equipment, and industry techniques

Preferred Experience



Experience in the following areas is beneficial:

- Vehicle wrap design
- Commercial fleet graphics
- Semi truck and trailer graphics
- Heavy equipment graphics
- Large-format printing
- Vinyl graphics production
- Signage design
- Color management
- Plotters and contour cutters
- Laminators
- Vinyl materials and applications
- Fleet branding development
- Commercial logo and identity design

A minimum of two to three years of professional graphic design experience focused on vehicle graphics, signage, fleet branding, or large-format printing is preferred.

What Success Looks Like

A successful Graphic Designer understands that great vehicle graphics require both creativity and technical accuracy.

A design may look great on a computer screen but still fail if it does not account for the physical shape of the vehicle, production limitations, or installation requirements. Success means creating visually strong designs while also understanding how those designs will be printed, cut, laminated, positioned, and installed.

Accuracy is critical. Measurements, spelling, colors, customer information, scaling, and file preparation must be correct before artwork moves into production.

The goal is to create graphics that represent our customers professionally, install correctly, and showcase the quality of work expected from Advantage Fleet.

Growth and Development

Advantage Fleet encourages employees to continue developing their skills in vehicle graphics, branding, large-format printing, production, installation, marketing, and commercial design.

This position provides the opportunity to work with businesses across a wide variety of industries and see completed designs installed on trucks, trailers, fleet vehicles, equipment, and other commercial applications throughout Michigan.

Employees who demonstrate strong creative ability, technical knowledge, organization, customer service, dependability, and leadership may have opportunities for additional responsibilities and advancement as Advantage Fleet continues to grow.



We encourage employees to establish both professional and personal goals and take advantage of opportunities to expand their knowledge and capabilities.

Performance Reviews

Employee performance and progression will be reviewed periodically, with a formal performance review conducted annually. Reviews will evaluate design quality, accuracy, productivity, customer communication, file organization, production readiness, deadline management, teamwork, professionalism, creativity, and overall contribution to the department and company.

Employment with Advantage Fleet is at will, meaning either the employee or Advantage Fleet may terminate the employment relationship at any time, with or without cause or notice, subject to applicable law.