

SOW for Art Director (incl. 2D designing)

- Responsible for managing and supporting the creative team to bring concepts, presentations, and prototypes to life
- Collaborate on the ideation and development of innovative marketing campaigns
- Establish art department standards for production, timelines, productivity and quality
- Ensure team adheres to current processes, identifies opportunities for improvement, proposes and creates processes and tools to support design operations
- Develop creative briefs based on ideas from brainstorming sessions with direction, schedules, and deliverables for the creative team
- Participate in the execution of the entire creative process within an allotted time frame and budget
- Reviewing final layouts and suggesting improvements when necessary
- Stay on top of the latest standards, processes, and trends in the visual design field
- Planning creative concepts by studying relevant information and materials – consumer centric with basic industry benchmarking, so as to create and adapt Digital and Print designs for marketing, PR, and other communication channels
- Define visual brand guidelines
- Design Logos, Key Visuals, Layouts for campaigns in line with the Visual Brand Guidelines
- Maintain and ensure design synergy across all campaign deliverables
- Should be familiar with workflows and standards for ATL (including print), BTL collaterals, Social Media, Performance / Digital marketing
- Should be able to develop tech product (app/ website) information related comms
- Preparing finished art by operating necessary equipment and software
- Contributing to team efforts by accomplishing tasks as needed
- Communicating with stakeholders about layout and design

Qualifications -

- Graduation / Masters in Fine Arts, Mass communication or equivalent courses
- 3+ years of hands-on experience

Skills –

- Typography, illustration, Color theory
- Ability to present creative work internally and to stakeholders
- A well-rounded portfolio of client work, demonstrating a strong understanding of client objectives
- Passion for design; not satisfied with status quo and always thinking of ways to improve. Ability to motivate and inspire top performance against assigned projects
- Dynamic, creative personality, effective at engaging and influencing a variety of audiences
- Must understand design in multiple mediums — print, digital, mobile, web, app, broadcast, on-ground
- Should be familiar with Adobe Photoshop, Adobe Illustrator, Adobe In Design, and other industry standard software.
- Illustrating concepts by designing examples of art arrangement, size, type size and style
- Coordinating with outside agencies, art services, web designer, marketing, printers, and colleagues as necessary
- Creating a wide range of graphics and layouts for product illustrations, company logos, and websites with software such as photoshop