

Senior Interactive Art Director

The Senior Art Director should be a sound strategic and creative thinker with a proven track record in leading major marketing initiatives. The Senior Art Director will be a key team member who develops solid client relations, plans leading edge online strategies, clearly communicates and justifies innovative concepts and thinking, directs the collaborative efforts of creative professionals, fosters an environment of professional growth and inspires others to exceed expectations. A strong working knowledge of experience design, brand development, interactive commerce and creative process is essential to performing this challenging role. Working in a multi-brand business unit, the Senior Art Director will also be an efficient time manager capable of juggling a variety of client deadlines.

Responsibilities:

- Contribute creative and innovative solutions
- Develop & deliver innovative proposals to capture both account growth and new business opportunities
- Promote continual improvement and a culture of excellence and accountability
- Perform strategic account planning with senior management
- Conceive and create experience design solutions that fulfill strategic business goals
- Effectively communicate creative ideas and strategies to all project stakeholders.
- Lead, build and direct multi-disciplinary creative team comprised of: designers, information architects, content analysts, copywriters and audio/visual directors
- Provide team leadership and constructive feedback on all accounts
- Develop, implement and monitor quality standards across all creative department artifacts and deliverables
- Proactively manage the success of production scope, schedules and budgets.
- Support and lead human resource initiatives with a focus on performance management & recruitment
- Understand, embrace, and communicate corporate mission and values

Required Skills:

- Passion for design and eagerness to collaborate with other creative people
- Extraordinary design portfolio with 6+ years visual communication education, 4+ years design/marketing/communications interactive work experience, 3+ years art direction experience
- Solid understanding and appreciation for the distinction between creative expression and commercial reality
- Experience developing Internet commerce, electronic marketing and online brand management and integration with demonstrated results
- Experience leading strategic brainstorming sessions, campaign development, creative brief development and directing creative execution
- Leadership experience in user-centered design, including user profiling and usability methodologies
- Comprehensive understanding of interactivity and related mediums
- Natural leadership skills with experience guiding large development teams (5+).