

Roe - Art Director

About the role

We are looking for an Art Director to join the marketing creative team with a background in digital design for e-commerce or payments platform. The candidate is expected to conceptualise, plan & execute design solutions for marketing campaigns which includes onsite creatives, pages, notifications, social media, emailers & print occasionally. Along with this we are looking at strong skills in developing concept & style guides which can be adapted by production design team. The candidate is required to lead a specific business pod & guide the design team on day to day deliverables.

Basic Qualifications

- A design degree or equivalent with at least 3 to 5 years working experience within an agency environment or in-house creative team with a focus on creatives for online communication, digital media & UI/UX
- Stand out portfolio with strong art direction, showing a high level of visual design skill & experience in creating end to end campaign style guides
- Portfolio should have examples of online campaigns design along with thorough process & exploration.
- Proficient in Photoshop, Illustrator, InDesign, After Effect, Sketch
- Solid verbal & written communication & collaboration skills - candidate is required to present the design & interact with stakeholder
- Work cross-team and synthesize feedback from marketing & product teams into creative direction
- Strong people management and coaching skills to provide clear creative direction
- Strong ideation abilities - approach design, solutions with knowledge of popular trends & customer expectations
- Mastery of the principles of design, colour theory, compositions & layouts
- Self-starter who is customer obsessed, detail-oriented & enthusiastic team player

Preferred Qualifications

- Ability to create videos & GIF animation
- Prior experience of leading/mentoring production designers for web/mobile design
- Experience in UX design
- Inclination towards illustrations is highly appreciated