



ART DIRECTOR JOB DESCRIPTION

Job Description:

At Red House, art directors are makers, producers and storytellers that use design to bring ideas to life. They lead projects into uncharted creative territories without blinking. They solve commercial and advertising design challenges. They're design fundamentalists, but approach projects with rational, collaborative and innovative mindsets. They extend visual language, always mindful of how it looks and how it works. Ideal candidates have 3+ years of experience. If you match the description below, email your resume and cover letter to msolnik@redhousecom.com. Here's what you should know about the Art Director role at Red House:

Primary Responsibilities: Art Direction/Graphic Design

- Personally work on the graphic identity and visual design of several clients at Red House
- Interact with Copywriters to develop creative concepts and executions of assigned jobs
- Possess solid understanding of the business and market dynamics of assigned clients
- Work closely with account executives to schedule and monitor all projects
- Provide accurate time and production cost estimates for recommended techniques
- Perform miscellaneous tasks, as directed by Managing Director/Creative Director
- Secondary Responsibilities: Vendor and Client Relationships
- Foster good working relationships with third-party vendors
- Advise client on all technical visual recommendations and/or issues.
- Help facilitate both the input and creative meetings
- Assist in making presentations to client

Skills Required:

Demonstrated complete understanding of:

- Advertising and marketing design principles
- Color theory and color relationships
- Conceptual and campaign tactics and extensions
- Perspective and space relationships
- Page composition and grid structures
- Print production process, knowledge of production techniques, and correct server procedures
- Photography and the photographic process
- Mastered composition techniques (multiple elements and interactive pieces) in producing polished final pieces (i.e., attention to detail, good knife).



- Comprehensive computer photo-retouching and image development skills

Demonstrated ability to:

- Communicate thorough knowledge of assigned product(s).
- Provide effective direction at photo shoots
- Effectively check and approve work on press
- Effectively collect electronic materials for output
- Effectively handle multiple assignments at one time
- Manage challenging situations both internally and with the client
- Command respect of freelancers and designers and be able to effectively oversee their work

On any given day you might:

- Craft stories and build brands through campaign level thinking and execution
- Receive critical and constructive feedback on your work
- Make adjustments on the fly to satisfy project requirements
- Build complex systems and experiences from dynamic interfaces to large systematic websites
- Oversee the creation and production of designs solutions for our clients
- Collaborate with Copywriters and Creative Directors to execute the visual portion of a campaign
- Work with and mentor junior creatives, guiding them to push their work to new levels
- Partner with other disciplines when possible to create the best possible work

The ideal person:

- Has proven skills in the areas of conceptual, systematic, and graphic design
- Enjoys mentoring junior designers and is interested in cultivating strong leadership skills
- Is a fresh thinker who embraces challenges and new methods of thinking
- Can inspire and lead a team through multiple on-going projects and timelines
- Is self-motivated with a positive attitude and strong communications skills
- Does not shrink under pressure or deadlines
- Is looking for a place to work that is busy, fast-paced, and high energy

Additional Note: If you have a great Copywriter partner, Red House would consider hiring a creative team.