

Art Director

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Company: Digital Refresh Networks

Location: Mumbai

Category: other-general

About Us :Digital Refresh Networks Pvt Ltd is one of the largest independent digital marketing companies, founded in 2011. We are a digital-first marketing company that solves problems or addresses opportunities in the space of communication and commerce. Please visit our website for more information <https://www.digital5.com/>We are located at Andheri West below DN Nagar Metro Station. Office Timings: 10.00 am to 7.00 pm (Monday to Friday) An Art Director must have a clear vision and an open mind to accept influence from their staff. They must also have the ability to leverage the talent and resources their team provides to create amazing designs. We are looking for a creative Art Director who enjoys working in a fast-paced environment and loves the challenge of discovering what makes consumers “click”, who will cooperate with a design-savvy team to devise an overall concept. The goal is to translate marketing and branding strategies into innovative and impressive campaigns that stimulate targeted audiences. Responsibilities Generate clear ideas and concepts in tandem with the copywriter Produce sketches, storyboards, roughs to visualize ideas Understand marketing initiatives, strategic positioning and target audience Cooperate with the rest of the creative team across different types of media Take work from concept to final execution within deadlines Manage and delegate responsibilities to other designers and provide directions Present completed ideas to clients/team members Stay on top of all trends and maintain best practices Requirements and skills Proven working experience as Art Director Hands on experience with logo design, typography, color, web layout design, print production, image selection and package design Proficient use of InDesign, Photoshop,

Illustrator or other visual design and wire-framing tools
Demonstrable graphic design skills with a strong portfolio
Incorporate feedback and take/give direction well
Team player with strong communication and presentation skills
Relevant education or training
Join our extraordinary team... Apply now..!!!

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