

Associate Art Director

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Company: Metaphors Advertising Inc.

Location: Nagpur

Category: other-general

Job Title: Senior Art Director (Graphic Designer)**Location:** Nagpur, Maharashtra**Company:** Metaphors Advertising Inc.**About Us:**Metaphors is a renowned advertising agency in Central India known for its innovative and creative campaigns that captivate audiences across print and digital media. With a focus on delivering exceptional results for our clients, we are seeking a talented Senior Art Director (Graphic Designer) to join our passionate team.**Role Overview:**You will play a pivotal role in shaping the visual identity of our clients' brands across various advertising platforms. You will be responsible for conceptualizing and executing captivating designs for print media such as newspapers, billboards, magazines, and more, while also staying abreast of digital design trends and technologies.**Key Responsibilities:**Conceptualize and develop creative strategies for print media campaigns that effectively communicate our clients' messages and resonate with target audiences.Design visually appealing and impactful advertisements for newspapers, billboards, posters, brochures, and other print collateral, ensuring consistency with brand guidelines.Collaborate closely with the creative team, including copywriters, illustrators, and photographers, to bring advertising concepts to life and deliver integrated campaigns.Stay updated on the latest trends and best practices in print and digital design, incorporating innovative techniques and technologies into our work.Lead brainstorming sessions and design reviews, providing constructive feedback and guidance to junior designers to foster their professional growth.Manage multiple projects simultaneously, prioritizing tasks and meeting deadlines in a fast-paced agency environment.Cultivate strong relationships with clients, understanding their objectives and translating them into compelling visual solutions

that drive results. Utilize design software such as Adobe Illustrator, Photoshop, and Figma to create high-quality designs efficiently and effectively. Qualifications: Bachelor's degree in Graphic Design, Visual Arts, or a related field. Minimum of 5 years of experience working as a graphic designer in an advertising agency or similar setting. Proven track record of designing successful print media campaigns, with a strong portfolio showcasing your creative abilities. In-depth knowledge of typography, color theory, layout design, and other principles of graphic design. Proficiency in Adobe Creative Suite (Illustrator, Photoshop) and experience with collaborative design tools like Figma. Excellent communication skills, both written and verbal, with the ability to articulate design concepts and present ideas effectively. Strong leadership and teamwork abilities, with a collaborative and solution-oriented approach to problem-solving. A passion for creativity and a keen eye for detail, coupled with a drive to push the boundaries of design and deliver exceptional results. Join Our Team: If you are a highly creative and motivated individual with a passion for designing impactful advertising campaigns across print and digital media, we invite you to apply for the position by emailing your portfolio to info@metaphorsinc.com

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