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# Example of Digital Art Director Job Description

Our innovative and growing company is hiring for a digital art director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for digital art director

* Participate in developing realistic time lines
* Of graphic designers and web developers to achieve their vision
* Maintain awareness of e-commerce design trends, strategies, platforms, tools, best practices and utilize these on a daily basis
* Provide strategic point of view on e-commerce and interactive design
* Alongside Creative Director and graphic design team, collaborate on the brand’s web art direction and interactive presentations
* Work with Managing Director of Direct to assess new web and mobile technologies, and collaborate on new ecommerce projects
* Present ideas, concepts and strategies in cohesive and visually appealing format to Managing Director and upper management
* Work with e-commerce marketing team to utilize site analytics to inform design and usability practices within the brand
* Ensure that all interactive layouts and presentations are in keeping with the Anthropologie brand’s aesthetics and quirky personality
* Collaborate with a team of graphic designers and videographers

## Qualifications for digital art director

* Experience directing and styling photo shoots
* Possesses attention to detail, can work independently, and multi-task
* Good understanding of branding and retail marketing
* At least 3 years of experience with concept, layout and design
* In order to be considered you must include a link to your portfolio or an attachment of your portfolio\*\*
* 7+ years of experience in design industry or other creative environment