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# Example of Digital Art Director Job Description

Our innovative and growing company is hiring for a digital art director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for digital art director

* Illustration technique a plus for developing infographics
* An understanding of After Effects and video and broadcast production is a huge plus…huge
* Must be enthusiastic and committed to staying on top of leading edge web design, mobile design & development trends
* Knowledge of social media trends and best practices of digital content creation, distribution and syndication
* Create concepts to articulate, inform, and validate ideas with consumers and stakeholders (prototypes, wireframes, sketches, journey maps, personas)
* Attend and actively participate in daily design and project team status meetings
* Maintain knowledge base and remain competitive of software updates and advances in the marketplace to ensure we are bringing the best solutions to the brands and businesses being served
* Work with Product and UX teams to design boundary-pushing, interactive, showpiece pieces of branded content
* Concept and design stories, infograhics and motion graphics
* Manage junior designer

## Qualifications for digital art director

* Please include a link to your portfolio on your resume or attach your portfolio along with your resume
* Act as a Creative/UX lead to conceptualize, design and define user experiences and interactions for maximum impact
* Use research and testing to both inform and validate design decisions and focus on constant improvement
* Experience in e-commerce and web design required
* Bachelor’s degree (Graphic design or similar degree preferred) or equivalent experience with demonstrated excellence
* 5+ years visual design in an Agency or corporate environment with exposure to Clients