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# Example of UX Director Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of UX director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for UX director

* Oversee initiatives and designs on logo concepts, re-packaging, internal and external communication, and print collateral
* Oversee the union of creative and photography to establish a cohesive message for marketing that is brand appropriate and on-point with current fashion and creative design trends
* Conceptualize art direction on all necessary photography for web and print assets
* Give direction and review all on-figure and off-figure styling for the brand
* Responsible for conceptualizing all marketing campaigns and tag lines
* Give direction on seasonal marketing campaign strategies
* Give guidance and assistance on marketing initiatives to increase traffic and conversion, and average order value
* Give guidance and assistance to maximize retention and acquisition with marketing initiatives
* Provide direction and guidance to the digital marketing, social media, and email marketing teams on all marketing initiatives and strategies
* Manage a team consisting of graphic designers, photo editors, photographer, stylists, producers, and hair and makeup

## Qualifications for UX director

* Expert-level knowledge of Photoshop, Illustrator
* BA/BS in related field or comparable experience strongly preferred
* 10+ years leadership experience in-house or at an interactive, design, or advertising agency
* Outstanding portfolio demonstrating familiarity and success in online media and interactive, mobile technology applications (work on projects targeting children and young adults given special consideration)
* Hands-on experience with project deliverables (e.g., creative briefs, site maps and wire frames, brand architecture documents, messaging frameworks, design production, product interaction specifications, image specifications, user interface guides, video scripts, ) and lead projects from concept to completion
* Strong design aesthetic and excellent understanding of typography, color, layout, and their role in brand identity