



Example of Design Director Job Description

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Our innovative and growing company is looking to fill the role of design director. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for design director

- Lead the strategy development for how to develop our next generation UX platform to build appropriate positive engagement momentum with our users, reflect business priorities and integrate relevant innovation opportunities
- Establish clear and actionable user and UX principles to be used by the experience teams
- Oversee a broad range of simultaneous creative projects from inception to completion, reviewing project plans, designs, and deliverables
- Understand target users' needs, motivations and behaviors as it relates to a specific project or area
- Scope out and establish project direction
- Concept long-term, systematic solutions, for packaging narrative in multiple purchase environments and geographies
- Develop marketing materials that showcase the brand in special ways -- event invitations, publications, collateral Retail spaces
- Help to continually define visual language of a growing young brand
- As a part of the creative team you'll work directly with the Creative Director, and will be a close thought partner to our Art Director and physical product, and marketing teams
- Build, manage and mentor a team of creative and ux designers

Qualifications for design director

- Artistically opinionated-- can describe and defend design choices
- Self starter with ability to create schedules and define scope of work even without explicit requirements and direction
- Proficiency with HTML and CSS-- implement markups, create prototypes, and code
- Bonus, but not required-- experience in data visualization, illustration, motion design and copywriting