

Art Director

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Company: IODIGITAL

Location: Karachi

Category: other-general

End-to-End management of concepts/ideas visual designing, illustration and also open to participate in idea development process.

Spearheading designers with active feedback for improvement of overall design and aesthetics of artworks.

Participate in in-house trainings to design department capacity building and also generalize design trends to broader colleagues' perspectives.

Development of creative designs and illustrations for advertising campaigns, social media posts, brandings, digital illustrations and UI/UX designs.

Active role in development of Pitch presentations and in-person presence for the meeting, if required.

Leading design direction for agency's own social and digital assets.

Self-capacity building with tech and digital media products designs and conducting internal training & workshops for colleagues.

Adaptive to dynamic job demands in line with global and local trends and tools.

Shoot coordination, art direction and ensuring the cohesion of shoot message.

Open to travel for client meetings as and when required.

Qualification:

A relevant degree in Design, Graphic Design, Advertising, Communications, or Marketing with experience of minimum 5+ years in advertising industry.

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