



## JOB DESCRIPTION

<b>Job title:</b>	<b>(Senior) Art Director</b>	<b>Opportunity:</b> Associate Creative Director
<b>Work Location:</b>	267/2 Dien Bien Phu, District 3	
<b>Division/Department:</b>	Creative	
<b>Reports to:</b>	<b>Creative Director</b>	
<b>Duties and Responsibilities:</b>		
<ol style="list-style-type: none"><li>1. Take the lead in executing visual for all communication materials in pitching phases (campaign key visuals, social hero content, photoshoot, viral clips, social media guidelines, Tiktok editing style, and pitch decks, mocks up...)</li><li>2. Partner with copywriters to execute key assets for big, mid term digital projects</li><li>3. Develop executional design direction &amp; guidelines (mood board, art ref, demo content, guidelines...) for ongoing digital and social projects.</li><li>4. Guide, support and supervise junior team (designers, visualizers, editors) in executing daily AWO content</li><li>5. Collaborate with editors and producers to supervise content quality throughout the content production process</li><li>6. Plus points: design skills across various formats, diverse types of digital campaign (Still, motions, moving toons, photoshoot, tiktok style...), apply AI to design and ideation.</li></ol>		
<b>Qualifications:</b>		
a. Education:	<ul style="list-style-type: none"><li>● Bachelor's degree in graphic design, fine arts, or a related field</li></ul>	
b. Work experience:	<ul style="list-style-type: none"><li>● At least 4 years of experience in a similar role, with a strong portfolio showcasing conceptual development and digital campaign expertise</li><li>● Proven ability to develop and execute successful digital campaigns across various channels, including social media, web, and mobile platforms</li></ul>	

c. Functional skills:	<ul style="list-style-type: none"><li>● Expertise in industry-standard design software such as Adobe Creative Suite</li><li>● Visualizing skills, 3D skills, graphic motion skills will be plus points</li><li>● Understand the social media content formats, user experience on digital platforms</li><li>● Proficient use of InDesign, Photoshop, Illustrator or other visual design tools.</li><li>● Incorporate feedback and take/give direction well.</li></ul>
d. Soft skills	<ul style="list-style-type: none"><li>● Strong leadership and project management skills, with the ability to manage multiple projects simultaneously and deliver high-quality work on time and on budget.</li><li>● Excellent communication and interpersonal skills, with the ability to present and articulate ideas effectively.</li></ul>