

Director of Design



Director of Design

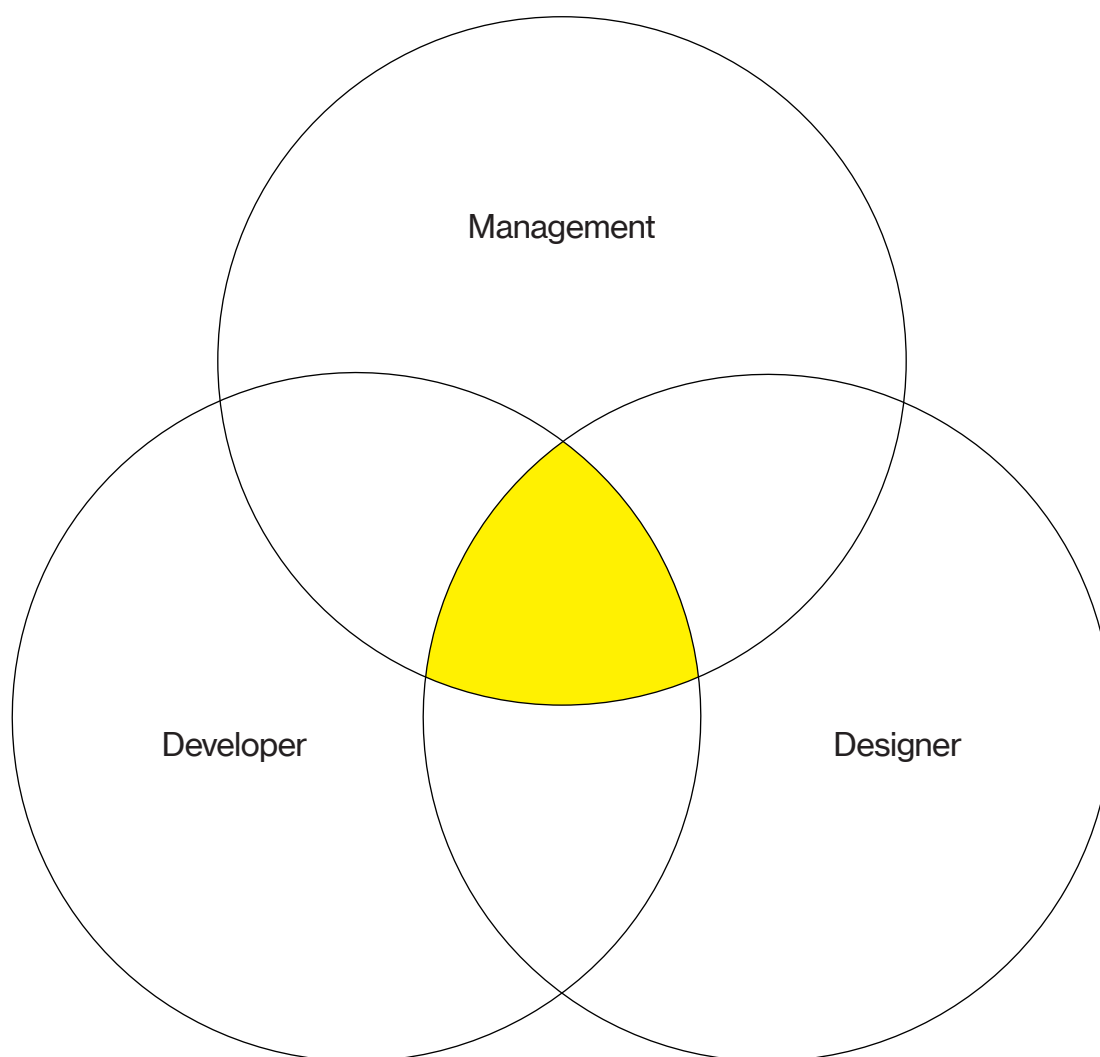
Hello Innovation is disrupting how the world does things through products that emotionally connect with people.

We are a design-driven company that lives and breathes to deliver the ultimate experience.

Design to us is not just how something looks; it's how it functions and feels. We love the challenge of creating visually-stunning, emotive work that makes a real impact.

We are passionate about everything we put our name to and never settle for "good enough."

We need a Director of Design to serve as the foundation that bridges the gap between user experience, technical needs and world-class visual design.



Responsibilities

65%

Creative Work

Manage and work independently under tight deadlines while juggling multiple projects.

Estimate creative development costs.

Support account management activities as needed.

Responsible for creating design solutions from conception to completion that have high visual impact.

Responsible for bringing the creative vision to life, ensuring all designs follow the same high standards throughout the duration of the project

Lead team members and make decisions on work content to execute project/product designs.

Develop creative ideas and concepts, choosing appropriate style that meets the company's objectives.

Use programming tools, such as HTML5, Javascript, Ruby on Rails PHP/MySQL, Wordpress, as well as using Photoshop, illustrator, InDesign, Cinema4D, and other software tools to achieve the overall design goal.

Set clear design goals across all design team members to ensure a cohesive experience on all platforms and services.

20%

Management

Help develop and review results-focused creative briefs that provide strategic insight and creative inspiration for multiple projects spanning multiple media - Voice/ Audio, Print, Web, Email.

Lead the creative team in development of concepts and execution of all projects. Actively lead/ participate in every aspect of creative design and development.

Estimating the time required to complete the project, and assigning team members to specific areas of project.

Manage the team, set team and individual goals.

Creativity inspires the staff and create opportunities for staff development.

Collaborate on hiring decisions, performance management, recognition and rewards.

Develop a team structure that facilitates and maximizes individual and team performance.

15%

Programming

Help develop and review results-focused creative briefs that provide strategic insight and creative inspiration for multiple projects spanning multiple media - Voice/ Audio, Print, Web, Email.

Lead the creative team in development of concepts and execution of all projects. Actively lead/ participate in every aspect of creative design and development:

Estimating the time required to complete the project, and assigning team members to specific areas of project.










Manage the team, set team and individual goals.

Creativity inspires the staff and create opportunities for staff development.

Collaborate on hiring decisions, performance management, recognition and rewards.

Develop a team structure that facilitates and maximizes individual and team performance.

Tasks

Importance	Task
90 	Formulate basic layout design or presentation approach and specify material details, such as style and size of type, photographs, graphics, animation, video, and sound.
85 	Manage own accounts and projects, working within budget and scheduling requirements.
83 	Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities.
82 	Present final layouts to clients for approval.
80 	Review and approve art materials, copy materials, and proofs of printed copy developed by staff members.
79 	Work with creative directors to develop design solutions.
78 	Create custom illustrations or other graphic elements.
76 	Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques.
71 	Review illustrative material to determine if it conforms to standards and specifications.
69 	Negotiate with printers and estimators to determine what services will be performed.
68 	Attend photo shoots and printing sessions to ensure that the products needed are obtained.
63 	Research current trends and new technology, such as printing production techniques, computer software, and design trends.
59 	Hire, train, and direct staff members who develop design concepts into art layouts or who prepare layouts for printing.
82 	Mark up, paste, and complete layouts and write typography instructions to prepare materials for typesetting or printing.
79 	Conceptualize and help design interfaces for multimedia games, products, and devices.
79 	Prepare detailed storyboards showing sequence and timing of story development for television production.

Responsibilities

Responsible for overall creative excellence, including problem solving, creative strategy, quality of design, innovation within creative team and impact of creative product.

Serve as an additional powerhouse for the team by creating and coding design work.

Consistently develop creative ideas that are fresh, on-brand and strategically relevant and bring them to life.

Introduce new and innovative methods for creative execution.

Blow us away with your work by presenting highly conceptual thinking in both visual and interaction design.

Head and direct team by providing key concepts, strategies and brand positioning.

Provide inspirational creative leadership to design teams in a hands-on way.

Motivate group of designers to strive for excellence.

Protect integrity of design and brand image through visual and graphic design.

Responsible for all aspects of design development and execution from design brief and concepts to drawings/sketches and build out.

Collaborate with upper management to establish project frameworks and design team workflow.

Have a design point of view and the ability to develop, present and explain creative concepts.

Desired Skills and Experience

Natural ability to think on their feet and do the impossible.

Mastery of design software including Photoshop, InDesign and Illustrator.

Strong UX / UI, information visualization and prototyping skills.

Proficient coding in HTML, CSS & Javascript programming languages.

Must have experience creating design frameworks or bettering the overall design process.

Proven ability to follow direction and be able to listen to and process constructive feedback.

Able to prioritize workflow and multitask.

Enthusiastic, flexible and adaptive to change.

Works well independently as well as being a key member of a team.

Natural ability to think on their feet and do the impossible.

Technology

Desktop publishing software – Adobe Systems Adobe InDesign; Quark software

Document management software – Adobe Systems Adobe Acrobat

Electronic mail software – Microsoft Outlook

Graphics or photo imaging software – Adobe Systems Adobe Illustrator; Adobe Systems Adobe ImageReady; Adobe Systems

Adobe Photoshop software; MAXON CINEMA 4D (see all 8 examples)

Mobile operator specific application software – Mag+ software; Mobile application software; Tablet application software

Network conferencing software – Atlassian Confluence

Presentation software – Apple iWork Keynote; Microsoft PowerPoint

Spreadsheet software – Microsoft Excel

Video creation and editing software – Apple Final Cut Studio

Web page creation and editing software – Adobe Systems Adobe Dreamweaver; Social media software; WordPress *

Web platform development software – Drupal *; Hypertext markup language HTML; JavaScript; WoodWing software

Word processing software – Microsoft Word

Tools Used

Charcoal pencil

Desktop computers

Digital camcorders or video cameras

Digital cameras

Laser printers – Computer laser printers; Wide format printers

Notebook computers

Personal computers

Tablet computers

Color swatches

Rulers

Grids

Knowledge

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Communications and Media	Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
Computers and Electronics	Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Design	Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.
Fine Arts	Knowledge of the theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.
Administration and Management	Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
Production and Processing	Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.
Personnel and Human Resources	Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
Telecommunications	Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.
Education and Training	Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
Engineering and Technology	Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures, and equipment to the design and production of various goods and services.
Geography	Knowledge of principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.
Foreign Language	Knowledge of the structure and content of a foreign (non-English) language including the meaning and spelling of words, rules of composition and grammar, and pronunciation.

Skills

Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Judgment and Decision Making	Considering the relative costs and benefits of potential actions to choose the most appropriate one.
Time Management	Managing one's own time and the time of others.
Reading Comprehension	Understanding written sentences and paragraphs in work related documents.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
Complex Problem Solving	Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
Coordination	Adjusting actions in relation to others' actions.
Active Learning	Understanding the implications of new information for both current and future problem-solving and decision-making.
Social Perceptiveness	Being aware of others' reactions and understanding why they react as they do.
Persuasion	Persuading others to change their minds or behavior.
Management of Personnel Resources	Motivating, developing, and directing people as they work, identifying the best people for the job.
Writing	Communicating effectively in writing as appropriate for the needs of the audience.
Monitoring	Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
Learning Strategies	Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
Negotiation	Bringing others together and trying to reconcile differences.
Instructing	Teaching others how to do something.
Operations Analysis	Analyzing needs and product requirements to create a design.
Systems Analysis	Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
Management of Financial Resources	Determining how money will be spent to get the work done, and accounting for these expenditures.
Operation Monitoring	Watching gauges, dials, or other indicators to make sure a machine is working properly.
Troubleshooting	Determining causes of operating errors and deciding what to do about it.
Technology Design	Generating or adapting equipment and technology to serve user needs.
Equipment Selection	Determining the kind of tools and equipment needed to do a job.
Equipment Maintenance	Performing routine maintenance on equipment and determining when and what kind of maintenance is needed.
Programming	Writing computer programs for various purposes.
Science	Using scientific rules and methods to solve problems.







Abilities

Ability	Description
Fluency of Ideas	The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
Originality	The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Near Vision	The ability to see details at close range (within a few feet of the observer).
Information Ordering	The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
Speech Clarity	The ability to speak clearly so others can understand you.
Problem Sensitivity	The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
Deductive Reasoning	The ability to apply general rules to specific problems to produce answers that make sense.
Inductive Reasoning	The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
Visualization	The ability to imagine how something will look after it is moved around or when its parts are moved or rearranged.
Speech Recognition	The ability to identify and understand the speech of another person.
Visual Color Discrimination	The ability to match or detect differences between colors, including shades of color and brightness.
Written Expression	The ability to communicate information and ideas in writing so others will understand.
Category Flexibility	The ability to generate or use different sets of rules for combining or grouping things in different ways.
Far Vision	The ability to see details at a distance.
Flexibility of Closure	The ability to identify or detect a known pattern (a figure, object, word, or sound) that is hidden in other distracting material.
Perceptual Speed	The ability to quickly and accurately compare similarities and differences among sets of letters, numbers, objects, pictures, or patterns. The things to be compared may be presented at the same time or one after the other. This ability also includes comparing a presented object with a remembered object.
Selective Attention	The ability to concentrate on a task over a period of time without being distracted.
Speed of Closure	The ability to quickly make sense of, combine, and organize information into meaningful patterns.
Memorization	The ability to remember information such as words, numbers, pictures, and procedures.

Work Activities

Activity	Description
	Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
Thinking Creatively	<ul style="list-style-type: none"> • Design layout of art or product exhibits, displays, or promotional materials. • Design layouts for print publications. • Develop artistic or design concepts for decoration, exhibition, or commercial purposes. • Draw detailed or technical illustrations. • Prepare production storyboards.
Interacting With Computers	Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Organizing, Planning, and Prioritizing Work	Developing specific goals and plans to prioritize, organize, and accomplish your work.
Making Decisions and Solving Problems	Analyzing information and evaluating results to choose the best solution and solve problems.
Judging the Qualities of Things, Services, or People	Assessing the value, importance, or quality of things or people.
Communicating with Persons Outside Organization	Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
Scheduling Work and Activities	Scheduling events, programs, and activities, as well as the work of others.
Coordinating the Work and Activities of Others	Getting members of a group to work together to accomplish tasks.
Identifying Objects, Actions, and Events	Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
Processing Information	Compiling, coding, categorizing, calculating, tabulating, auditing, or verifying information or data.
Communicating with Supervisors, Peers, or Subordinates	Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
Updating and Using Relevant Knowledge	Keeping up-to-date technically and applying new knowledge to your job.
Developing Objectives and Strategies	Establishing long-range objectives and specifying the strategies and actions to achieve them.
Analyzing Data or Information	Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts.
Interpreting the Meaning of Information for Others	Translating or explaining what information means and how it can be used.
Documenting/Recording Information	Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form.
Developing and Building Teams	Encouraging and building mutual trust, respect, and cooperation among team members.

Work Values

Importance	Context	Description
90 	Independence	Occupations that satisfy this work value allow employees to work on their own and make decisions. Corresponding needs are Creativity, Responsibility and Autonomy.
85 	Achievement	Occupations that satisfy this work value are results oriented and allow employees to use their strongest abilities, giving them a feeling of accomplishment. Corresponding needs are Ability Utilization and Achievement.
83 	Working Condi- tions	Occupations that satisfy this work value offer job security and good working conditions. Corresponding needs are Activity, Compensation, Independence, Security, Variety and Working Conditions.
82 	Recognition	Occupations that satisfy this work value offer advancement, potential for leadership, and are often considered prestigious. Corresponding needs are Advancement, Authority, Recognition and Social Status.
80 	Relationships	Occupations that satisfy this work value allow employees to provide service to others and work with co-workers in a friendly non-competitive environment. Corresponding needs are Co-workers, Moral Values and Social Service.
79 	Support	Occupations that satisfy this work value offer supportive management that stands behind employees. Corresponding needs are Company Policies, Supervision: Human Relations and Supervision: Technical.

Where are you standing?

Industry	Employment	Percent of indus- try	Hourly mean wage	Annual mean wage
Advertising, Public Relations, and Related Services	11,320	2.55	\$48.04	\$99,920
Specialized Design Services	2,900	2.37	\$51.21	\$106,520
Newspaper, Periodical, Book, and Directory Publishers	3,760	0.86	\$38.71	\$80,520
Motion Picture and Video Industries	2,660	0.71	\$55.91	\$116,300
Independent Artists, Writers, and Performers	280	0.57	\$46.37	\$96,450
Innovation Technology	0	0	0	?