



Job Title: Art Director
Company: Altura Design

Location: Preferably Wisconsin, Dallas or Arkansas based. Remote (working Central Time Zone hours)

About Us:

Altura Design is a small and mighty team obsessed with helping small and emerging CPG brands get their start, grow and succeed. We're a passionate team of designers, strategists, copywriters, brand builders and craftspeople. With a variety of backgrounds and subject matter expertise across a variety of disciplines, we are resourceful and driven to strategically solve problems with the end consumer and your business and mind.

As a small business ourselves, we know what's at stake for our clients and take that to heart. In addition to strategy, copywriting, and design, we're there for our clients along the entire process – from media calls to print production conversations. From brainstorming to planning sessions and more. The biggest compliment is when our clients introduce us as their "creative team," as if we're a part of their permanent team.

Position Overview:

Altura Design is seeking a talented and experienced Art Director to join our team. As an Altura Art Director, you'll help build brands from the ground up, you'll collaborate with other team members for creative problem solving, brainstorming, and crafting thoughtful and purposeful assets for our small to mid-sized CPG clients.

The successful candidate will thrive in a collaborative and passionate small team environment. This candidate finds excitement in current design trends, creative problem solving, strategic design, and content architecture. This position comes with a broad range of personal growth opportunities, direct client impact, and the personal responsibility to help grow our client's brands.

This position is ideal for a candidate with 2-5 years of experience in art direction who is adept at leveraging design principles, has a background in animation, mechanical file creation, an understanding of general printing techniques and website design.

WHAT YOU'LL DO:

- **Design with empathy, strategy, passion and excitement.**
You'll collaborate with designers, copywriters, and other team members to create compelling and effective design.
- **Solve problems with design.**
You'll consider content architecture and think with broad design goals in mind, designing not just for a brand's packaging but considering how design elements expand for social, web, in-store, etc.

- **Bring assets to life.**
With animation, motion and engaging design.
Create and prepare mechanical files for production, ensuring accuracy and adherence to technical specifications.
- **Stay inspired and informed.**
About CPG brand and packaging trends, social media, and design best practices.
- **Collaborate.**
With other team members in work sessions to enhance the quality of creative output, as well as photographer or videographer partners and speak to asset application and technical/spec needs.
- **Own your own work.**
You can rationalize design decisions, and maintain a level of professionalism when given feedback or critique. Manage multiple projects simultaneously, meeting deadlines while maintaining high-quality standards.

YOUR BACKGROUND:

- 2-5 years of experience in art direction within a design agency or related industry.
- General knowledge of animation, with a strong portfolio showcasing relevant work.
- Ability to storyboard animation or videos in partnership with the editing team.
- cursory knowledge of basic website design principles and functionality.
- Proficient in building mechanical files for print and digital production.
- An understanding of various printing techniques and production processes.
- Strong time management skills and the ability to work independently when needed.
- Excellent communication and collaboration skills.
- Proficiency in design software such as Illustrator, Photoshop and InDesign. After Effects a plus.
- Experience in presentation building (Powerpoint or Keynote)

Altura Design is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

TO APPLY:

Email your resume and portfolio to caroline.reeve@alturadesign.com. Please meet all criteria above prior to applying.