

Interactive Art Director

**EMAIL RESUME AND PORTFOLIO
IF REQUIRED TO:**

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ABOUT US

The Fowler Group is a creative, strategy, and branding agency, specializing in the development of top-notch brands through a variety of visual mediums. With focuses in branding, design, print, interactive and market strategy, the Fowler Group partners with passionate people to make their brands stand out in the marketplace.

ABOUT YOU

We actively seek out like-minded individuals, folks who wake up in the morning and think — “I love DESIGN, I want to talk DESIGN, I want to LIVE DESIGN and I want to work in a place that embodies authenticity, curiosity, trustworthiness, and relationship building.”

ABOUT THE POSITION

The Fowler Group is growing and looking for an INTERACTIVE ART DIRECTOR to join us in our Kennedale studio.

The ideal candidate has 5+ years of focused interactive experience, a dynamic portfolio and fresh ideas. Management and team leading experience is key, so we are asking for at least 2 years as a design lead. The Interactive Art Director works closely with design, account, and production managers to establish the strategic, conceptual, functional, and stylistic direction on projects for clients and design staff. This position works both as a lead and a team member working to design, develop, and implement incredible creative solutions. It also works with photographers, writers, illustrators, developers and other outside vendors.

You should have a passion for the web as a canvas for your design work, and be able to show examples of how you’ve executed strategic recommendations for a variety of clients. We believe each individual contributes to our agency and so you should come with a fresh perspective on what you would like to achieve with the position. You should be a great communicator who has the ability to express your ideas and work well with fellow designers, clients, and developers.

REQUIRED ATTRIBUTES

- **Appreciation for Design:** We believe traditional design principles such as beautiful typography, color theory, and layout take our interactive work to a higher level of finishing. At your core you should have a passion for all types of design and a desire to bring this knowledge to different platforms.
- **Strategic Thinking:** We believe it is not just about how a thing looks, it's about how it works. Every digital experience should strive to balance visual impact with incredible UX. The Interactive Art Director plays a part in pushing the boundaries of each digital experience from a functionality perspective. They ask: Is there a better way to achieve the goals? Why are we really doing this? What hasn't been done before in this space?
- **Prototyping:** We believe ideas must be shared in a compelling manner. Being able to express your ideas to the team, our clients, and our developers is paramount. You should be comfortable working with a variety of tools to show how your ideas will come to life.
- **Storytelling:** We believe design is an experience as much as it is execution. You should be ready to take our clients on a journey from our first meeting together, presenting our ideas in innovative and engaging ways. We aim to create a collaborative and creative atmosphere.
- **Working in a team:** We believe everyone's ideas should be heard, so speak up! Some of our best concepts come from a "what if" approach. We're energized by pushing each other's ideas forward into new dimensions – places we wouldn't discover alone.
- **Building the culture:** As a leadership position, the Interactive Art Director is a key part in building and maintaining our culture. This means nurturing and demonstrating a respect for people and ideas, a positive attitude towards our clients, a passion for the growth of others, a drive to find breakthrough ideas, a willingness to go the extra mile to make things beautiful, and a natural inclination to build strong relationships among employees.
- **Passion:** We love our work, but we also love life, which is why we encourage everyone to bring outside passions and motivations with them. We believe good designers, by nature, are curious about the world. You should be ready to bring your unique outside influences into our thinking and visual process.

REQUIRED SKILLS

- Experience defining and implementing overall project standards.
- Experience designing interactive projects for a variety of traditional and touch environments (experience designing apps is a plus).
- Practical understanding of the benefits and limitations of technology such as PHP, HTML5, CSS, SQL, and other relevant development languages (and a passion to push the boundaries).
- Experience in strategic thinking that led to creation of information architecture deliverables.
- In-depth knowledge of design tools such as Photoshop, InDesign, Illustrator etc. as well as other tools to develop prototypes that show functionality.
- Passion and knowledge of interactive trends.

Submit your resume via email along with a few words about why this job is right for you!