

SENIOR ART DIRECTOR

Benchworks, an agency that leads life sciences brands forward, is seeking a senior art director with a strong digital design background to create, collaborate, and innovate. A visual savant. Someone who can always find ways to improve the user experience with the brand.

Working with a copy partner and guided by the creative brief, the Senior Art Director will deliver innovative, compelling creative solutions grounded in an understanding of the science, strategy, and goals of the assigned brand.

Responsibilities:

Responsibilities will include creating brilliant designs for all assigned brands and special projects (digital and print), elevate the collective digital chops for the team, and participate in concept development when required.

In addition:

- Brand “owner” at the Sr. Art Director level
- Acts as a hands-on Art Director
- Demonstrates ownership of assigned brand by continually coming up with new ideas proactively
- Provides support to other Art Directors within the group when needed
- Responsible for ensuring that visual brand standards are maintained on-going
- Presents and sells/recommends ideas internally, and to clients
- Assists in directing photographers, illustrators, and freelancers as needed
- Assists creative director(s) with agency work, including new business, as needed
- Stays current on type, color, composition, and technique to consistently present unique, smart, award-winning work
- Possesses solid understanding of the science and market dynamics of assigned product(s)
- Recommends optimal designs and executions, both digital and print-based
- Keeps up to date with trends in branding, marketing, advertising, and related communications industries
- Keeps up to date with trends within the industries specific to assigned accounts

Required skills:

- Proven knowledge and ability to design for multi-channels, with a strong emphasis on digital for web, iPad sales tools, etc.—knowledge of Veeva platform a plus
- In-depth understanding of color theory, typography, page composition, knowledge of production techniques, and photographic process
- Candidate must be proficient in Adobe suite (Photoshop, Illustrator, InDesign)—knowledge of XD and Sketch a plus
- Ability to present concepts to internal and external audiences
- Demonstrated ability to design a variety of promotional materials, in digital and print media
- Emerging ability to develop and produce creative concepts based on strategic brief

Basic skills/qualifications:

- BA/BS in advertising, communication design or visual arts
- 3-5 years agency experience—healthcare agency experience a plus