| POSITION | DESCRIPTION | ALREADY HAVE | NEED TO ACQUIRE |
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| **Digital designer** | The Digital Designer is responsible for art concepts in the production of Web sites, working within the Creative team or as a part of an Art Design team with other Digital Designers and Copywriters, when appropriate. | • Software knowledge<br>• communication, collaboration and interpersonal skill<br>• design aesthetic<br>• Understanding of Information Architecture, wireframing, prototyping, multivariate testing, image compression and core web technologies<br>• 0-3 years of professional experience<br>• Training in graphic design, interaction design, or digital design<br>• UX/UI familiarity<br>• HTML,CSS | • a degree in Art or Design (ideally a BA)<br>• Online portfolio |
| **Junior Interaction Designer** | Conceptualizes, designs, and prototypes ideas, and then develops a website that enhances customers' experience. | • Creativity<br>• Understanding of web development, and user interaction/interface design<br>• Problem solving ability<br>• Interest in usability design, information architecture and user experience.<br>• General knowledge of SEO best practices.<br>• 2-3 years of related experience in Visual Communication field<br>• Fluency in Adobe Create Suite | • Experience in facilitating design functions for a high authority, heavily trafficked website.<br>• Has worked on at least 1-5 professional design projects. |
| **Senior Interactive designer** | Defines future product features while balancing real users' needs and wants with business goals and technological capabilities. | • Expert HTML, CSS skills.<br>• Knowledge of JavaScript for rapid prototyping purposes.<br>• Strong, clean visual design sense.<br>• Excellent leadership, communication and teamwork skills.<br>• Advanced understanding of visual design systems<br>• Fluency in Adobe Create Suite | • A Bachelor's and/or Master's degree in a relevant discipline<br>• 3-7 years experience<br>• Portfolio of visual design work<br>• 3+ years of prototyping experience with Axure |
| **Assistant Art Director** | Formulates concepts and executes layout designs for artwork and copy to be presented by visual communications media such as magazines, books, newspapers, television, posters and packaging. | • Basic understanding of printing process, photography, illustration, typography, editing, transfer and shooting of commercials preferred<br>• One to two years of related work experience and/or training or equivalent combination of education and experience required<br>• COMMUNICATION ABILITY<br>• REASONING ABILITY<br>• Computer skills | • A Bachelor's and/or Master's degree in a relevant discipline<br>• Quark X-press<br>• Working Knowledge of Lean, and Agile from a User Experience process point of view<br>• Deep experience with wire framing / storyboarding tools such as Balsamiq, PowerPoint (with VS Storyboard add in), etc. |

| Art Director | To routinely conceptualize creative solutions that effectively communicate the strategic intent for each tactic within the assigned product(s) | • Computer skills<br>• Comprehensive computer photo-retouching and image development skills<br>• Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models<br>• Page composition and grid structures<br>• Manage challenging situations both internally and with the client | • Bachelor degree in advertising, communication design, or visual arts<br>• 3+ years design experience in an agency setting<br>• 1-2 years of supervisory experience<br>• Quark X-press<br>• 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.<br>• 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. |
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| **Creative director** | Responsible for all creative operations for a specific group of accounts to include staff supervision and work production. Directs the activities of subordinates to maintain the agency's standards of creative excellence, timeliness, and profitability, while achieving the clients' goals. Resolves functional conflicts through consultation with regional function heads. An experienced presenter. Senior-level client contact. | • Strong presentation skills<br>• Computer skills<br>• Expertise with CS5-InDesign, Photoshop and Illustrator required; Flash, HTML and CSS are a plus.<br>• Proficient with Microsoft Office (Word, Excel and PowerPoint). | • Bachelor degree in advertising, communication design, or visual arts<br>• An outstanding portfolio reflecting 7-10 years designing and writing for balance of digital and print advertising, branding and marketing communications<br>• 5+ years managing designers and writers<br>• An ability to react to and plan a communications plan<br>• Strong marketing skills, especially in the areas of channel marketing and brand communication<br>• Project management<br>• Strong presentation skills |