

Design Team Job Descriptions

CREATIVE DIRECTOR

The creative director is the face of the team. They are responsible for determining the aesthetic and values of the team and making final design decisions. In client meetings they run the show and present comps.

- **determines team aesthetic**
- **makes final design decisions**
- **leads client meetings**

DESIGNER

The designer is the creative engine of the team. They brainstorm concepts and make color, type and image choices. The designer works on initial comps and may pass them on to the production artist to complete final designs or to make incremental edits.

- **brainstorms concepts**
- **creates comps**
- **makes type and image choices**

PRODUCTION ARTIST

The production artist is the worker. They are skilled in Illustrator, Photoshop and Indesign. After receiving comps and directions from the designer, they execute the design.

- **executes designs**
- **provides additional ideas and design feedback**

TRAFFIC/ ACCOUNT MANAGER

The account manager keeps everyone on track. They set-up and monitor email, schedule meetings and are the conduit between the team and the client. The account manager also takes notes at meetings, researches stock and type for the designer and is responsible for writing and compiling the final report. Account manager also send weekly update/ grade email.

- **maintains team calendar**
- **contacts the client**
- **keeps notes and minutes**
- **writes final report**
- **sends weekly email**