

Job Description for Associate Creative Director

About Vizara Technologies:

Vizara is a technology start-up, founded by entrepreneurs holding PhDs from IIT Delhi, IIT Kharagpur and MIT, offering knowledge-based solutions with Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), Artificial Intelligence (AI) and 3D printing technologies in various domains such as heritage preservation, tourism, education, entertainment, infrastructure & new media.

Vizara has been working with the Indian Government since its inception and is established as a trustworthy and reliable partner by different government agencies for delivering quality products and services on time. Besides the B2G business, we also service B2B clients.

Roles & Responsibilities:

- Collaborate with the Design department to create original graphic, video, and 3D content for projects and marketing needs.
- Visualise concepts and determine the best design elements to represent them.
- Develop the overall aesthetic and style for museums, shows, events, graphics, videos, publications, advertising campaigns, and film sets.
- Review and refine designs, artwork, photography, 3D models, videos, and graphics created by team members.
- Maintain a strong understanding of design principles, colour theory, typography, and layout.
- Communicate with clients to develop an artistic approach and style.
- Coordinate with in-house and freelance artistic and creative departments.
- Develop detailed budgets and timelines for projects.
- Present design concepts to clients along with project managers for approval.
- Conceive and implement creative concepts, guidelines, and strategies for various projects.
- Collaborate with project managers to understand clients' requirements.
- Direct and motivate teams of 2D & 3D designers, artists, illustrators, and copywriters.
- Lead brainstorming sessions to generate innovative ideas.
- Revise content and presentations, providing feedback to the team.
- Monitor team efforts and propose future actions to enhance performance.
- Lead multiple projects from conception to completion, ensuring adherence to deadlines.

Qualifications:

- Bachelor's Degree in 3D Animation, Design, Fine Arts, Graphic Design, or a related field.
- 3-5 years of experience in multimedia production houses or similar environments.
- An online portfolio (preferred) or a physical portfolio showcasing past personal and professional work.

Skills:

- Strong communication skills for effective interaction with team, clients, and stakeholders.
- Creativity to develop innovative ideas for advertising campaigns, museum design, space designs, and layout options.
- Proficiency in 3D software, video editing, and graphic design.
- Knowledge of 3D visualisation and space planning is a plus.
- Leadership skills to organise, direct, and motivate a team of artists.
- Excellent time-management skills to handle multiple projects and meet tight deadlines.
- Research-oriented and tech-savvy.
- Ability to work under tight deadlines while maintaining high-quality work.

Vizara Technologies Private Limited

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- Excellent interpersonal skills to clearly and effectively communicate creative visions, concepts, ideas, and solutions

Experience:

- **Five or more years** of creative direction experience, with a preference for those with experience in directing complex digital product solutions.
- A solid grasp of art history, design history, photography, visual arts, counterculture, and fluency in current technology.

Application and Assessment Process: Selected candidates will be invited to attend a combination of interviews and case studies. This selection process is subject to change, but you will be notified if any changes are made.

Location - Gurgaon