

## Détail de l'offre : Art Director

<b>Recruteur</b>	Mazarine	Mazarine Asia Pacific
<b>Adresse</b>	2F, Building 5, 570 YongJia Road Xuhui District	
<b>Code postal</b>	200031	
<b>Ville</b>	Shanghai	
<b>Référence</b>	25D1755766920	
<b>Titre de l'offre</b>	Art Director	
<b>Description du poste</b>	<p>We are looking for a full-time, in-house Art Director to join our Shanghai team as soon as possible.</p> <p>With a passion for craft, deep understanding of visual codes, and the ability to turn briefs into compelling, brand-aligned ideas, you will play a important role in helping our clients stand out and achieve their goals.</p> <p><b>Key Responsibilities</b></p> <ul style="list-style-type: none"> <li>• <b>Conceptualization and Ideation:</b> Lead brainstorming sessions to develop creative concepts and ideas. Generate creative ideas and concepts for design projects based on client briefs, brand guidelines, and target audience insights. Develop visual designs that align with project goals and effectively communicate the intended message.</li> <li>• <b>Graphic Design:</b> Create engaging and visually appealing graphics, illustrations, and layouts for a wide range of materials, including but not limited to websites, social media posts, marketing collateral, presentations, and packaging.</li> <li>• <b>Online Design:</b> Design user interfaces (UI) and user experiences (UX) for websites, mobile apps, and other digital platforms. Ensure that designs are intuitive, user-friendly, and optimized for various devices and screen sizes.</li> <li>• <b>Offline Design:</b> Produce print-ready artwork for materials such as brochures, flyers, posters, business cards, and signage. Consider factors such as layout, typography, color schemes, and printing specifications to achieve optimal results. Develop event ideas, such as exhibition and pop up, VIP dinner or instore event.</li> <li>• <b>Brand Identity:</b> Maintain and evolve brand identity guidelines, ensuring consistency across all visual elements and communication channels. Develop new visual assets that enhance brand recognition and resonate with the target audience.</li> <li>• <b>Collaboration:</b> Collaborate closely with other members of the creative team, including art directors, designers, copywriters, to brainstorm ideas, review concepts, and incorporate feedback. Work collaboratively with clients to understand their vision and requirements.</li> <li>• <b>Project Management:</b> Manage multiple projects simultaneously, from concept to completion, ensuring that deadlines are met and deliverables are of high quality. Coordinate with external vendors or agencies as needed. Take full ownership of design projects, from initial brief to final delivery, managing all aspects of the process independently.</li> <li>• <b>Trend Research:</b> Stay updated on design trends, emerging technologies, and industry best practices. Incorporate innovative techniques and approaches to keep projects fresh and relevant.</li> <li>• <b>Having the ability to use AI,</b> with a strong awareness of the latest trends and tools, including GenAI, AR/VR, and other emerging technologies, and knowing how to leverage them to enhance idea generation in pitch proposal.</li> </ul>	
<b>Type de contrat</b>	CDD	
<b>Télétravail</b>	Non spécifié	
<b>Fonction</b>	Communication / Création	
<b>Description de la société</b>	<p>Mazarine is an international creative communications agency dedicated to luxury, fashion, art and culture. Founded in 1993, the Group brings together over 500 talents across its offices in Paris, New York, Shanghai and Dubai. Mazarine specializes in five key areas: Events &amp; Production, Digital &amp; Innovation, Image &amp; Branding, Content &amp; Social, and Design &amp; Packaging.</p> <p>Since 2014, Mazarine has established a strong presence in the Asia-Pacific region, with a particular focus on digital experiences, brand campaigns, and social content. We're proud to have supported and assisted the most prestigious maisons in their global and local market expansion.</p>	
<b>Localisation</b>	Shanghai <input type="checkbox"/>	

<b>Pays</b>	Chine
<b>Région</b>	Shanghai
<b>Description du profil</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in Graphic Design, Fine Arts, Visual Communication, or related field.</li> <li>• Proven experience (5+ years) in a similar role, preferably in an advertising agency, design studio, or creative department.</li> <li>• Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), with a strong understanding of design principles, typography, and color theory. Stay updated on industry trends and best practices in design software and technology. Simple editing or animation ability (After Effect, Premiere etc. )</li> <li>• Proficient in Chinese and conversational English, able to comprehend English client briefs and feedback, and experienced in independently crafting creative proposal in English.</li> <li>• A positive and proactive mindset, able to collaborate well with the team. Passionate about the creative field.</li> <li>• Strong attention to detail and ability to manage multiple priorities.</li> <li>• Ability to work independently as well as part of a team, managing multiple projects simultaneously and meeting deadlines.</li> </ul> <p>Please send your CV and portfolio.</p>
<b>Secteur</b>	Luxe et Tourisme
<b>Langue</b>	Anglais