



**POSITION: Creative Director**

**LOCATION: US / Canada Remote**

**CONTRACT: FT Contract**

**CONTACT: [katharine@\[rachelelewis.com\]](mailto:katharine@[rachelelewis.com])**

RLT is seeking a **Creative Director** for a client working on the next evolution of digital humans built for film, music, NFTs and gaming in the metaverse. If you're ready to work on truly bleeding edge technology, with a group of industry veterans from the highest levels, give us a shout. This is a unique opportunity to make a career change and have your talents and voice be highly valued.

### **JOB SUMMARY**

Our client is seeking an innovative and talented creative director to align and lead the concepting and execution of digital human based content with heavy visual effects for a mix of entertainment, music and sports clients. The Creative Director also develops and supports the in-house team and chief creative officer to create big idea-driven world-building creative projects. The role demands innovative creative and strategic thinking, flawless execution, bold innovation, passion, and optimism.

The role requires telling stories or building experiences through animation and motion design/visual effects, on any platform, that drives engagement. Creative assets will live across meta, digital, studio platforms and affiliate channels. The ideal candidate actively follows creative trends in digital experiences, visual effects and culture. The candidate excels at building strong cross-functional relationships in a fast paced, highly technical studio.

### **RESPONSIBILITIES**

- Create and concept outstanding VFX for multi-platform (digital/linear) as well as paid and organic social campaigns around the digital humans, or IP
- Develop strategic, cut-through ideas, content and messaging that connects with our client's high-level partners and their consumers
- Manage highly visible and complex projects that have wide impact across the business
- Actively oversee, lead and help to build out the company's team of artists, technicians, strategic and craft-focused designers

- Get into the details of all creative projects as needed by the CCO, EP and COO, while having awareness of when to lead and when to help
- Be both a leader for the team on projects and a thought leader to the studio from a brand standpoint
- Manage the creative process from concept and budgeting to execution and final delivery
- Translate marketing objectives into clear content strategies and outputs
- Work collaboratively with multidisciplinary project teams - VFX, Business Dev, Partners and key Directors or collaborating Creative Directors
- Ensure visual communication and company brand standards are met
- Oversee and add approval to deliverables, timelines and content design budgets/scopes for the studio
- Represent creative output throughout the wider organization, presenting to key management and communicating with all internal teams and external agents or agencies
- Manage multiple projects, with the ability to switch from one to the other seamlessly while staying on deadline and within budget
- Review and approve the work of all direct reports before seeking the approval of the CCO, Executive Producer or COO
- Provide regular performance feedback to direct reports, including crafting and delivering performance reviews
- Partner with the Creative, Production and Business Operations team on resourcing, scheduling, and budgets while improving processes and efficiencies

## **REQUIREMENTS**

- A portfolio featuring a wide range of visual effects and design-heavy content or campaigns, featuring a diversity of creative ideas, techniques and approaches to solving problems through CGI, mixed media, Virtual Reality and traditional animation
- A proficiency in studio programs such as Flame, Houdini, Maya.
- A proficiency in management or pipeline programs such as Shotgrid, Asana, Miro and Ftrack
- Solid understanding of fundamental disciplines of vfx design as well as creative trends, specifically across music, sports, art, 2D/3D animation, mixed media motion graphic design
- Must be able to work quickly but also remain extremely detail-oriented
- Strong aptitude and eye for motion design trends and innovative concepts/executions in both the digital human space and game engine.
- A solid understanding of how creativity can achieve business objectives while still meeting and encouraging brand standards for aesthetic and communication quality
- Strong analytical ability and clear and effective written, verbal, and visual communication skills
- A positive, motivating leader, able to manage and nurture an emerging team of talented motion designers
- Can collaborate with team members at all levels to ensure projects are effective and meet project and studio guidelines, compliance and overall goals.
- Experience and skill to drive the development of new business and client review on decks and various content pitches

- Effective communicator and storyteller with ability to find the best approach to verbally and visually communicate an idea and articulately present it to other team members, clients, and external partners
- Adept at multitasking while coordinating multiple projects and resources, delivering under tight timelines and adapting quickly to change
- Intimate familiarity with how brands engage in today's connected universe
- Proven ability to quickly identify problems and solve them
- Undergraduate degree in one or more of the following fields: Film and Visual Effects, Design, Advertising, Branding, Marketing, Fine Arts, or a related field
- 5-10 years of creative and visual effects experience as a CD developing content in design/motion design/animation and VR/AR

If you are interested in talking about this opportunity, please email us and include your **resume and portfolio**.

If you fit the criteria, the next step would be setting up a phone call where we can give you the full download after signing an NDA.

Thank you - <http://rachellelewis.com/>

**Contact: katharine[@]rachellelewis.com with resume and portfolio if interested.**

RLT is an employer-paid talent acquisition company; there is never a fee to the candidates.