

FRASER

Fraser is born in Berlin as an independent agency. We unlock classic communication and digital product innovation in companies. We help marketers at any stage of development and across a full range of industries, to transform and grow in this increasingly complex world.

We are the next-gen agency with global-edge to help companies in their transformation through support of data, strategy, creation and technology. A trusted partner in the journey of digital transformation. We believe we can change the way clients think about agencies.

Founded by recognised digital visionaries, today Fraser integrates best-in-class working methods, content and design to create disruptive product strategy and smart distribution.

JOB DESCRIPTION

We are looking for a vibrant **SENIOR ART DIRECTOR / ART DIRECTOR** who enjoys working in a fast paced environment and loves the challenge of digital transformation.

You are able to translate marketing and branding strategies into innovative and impressive campaigns that stimulate targeted audiences. You love to know what makes consumers “click” and cooperate with a design-savvy team to devise the overall concept for our clients.

YOUR RESPONSIBILITIES

- . Generate clear ideas and concepts in tandem with the copywriter and your CD
 - . Produce sketches, storyboards, roughs to visualise ideas
 - . Understand marketing initiatives, strategic positioning and target audience
 - . Cooperate with the rest of the creative team across different types of media
 - . Take work from concept to final execution within deadlines
 - . Manage and delegate responsibilities to other designers and provide directions
 - . Present completed ideas to clients/team members
 - . Stay on top of all trends and maintain best practices
-

REQUIREMENTS

- . Proven working experience as an Art director
 - . Hands on experience with logo design, typography, color, web layout design, print production, image selection and package design
 - . Proficient use of InDesign, Photoshop, Illustrator or other visual design and wire-framing tools
 - . Demonstrable graphic design skills with a strong portfolio
 - . Incorporate feedback and take/give direction well
 - . Team player with strong communication and presentation skills
 - . Relevant education or training
 - . Trello and Slack addiction is a plus
-

We open up our trust to clients and to each other because we love what we do. We analyse and unlock new ways of thinking, go out and get it done. With enthusiasm and the spirit of Berlin. Does this sound like you?

Contact us on jobs@fraser.berlin | FRASER GmbH, c/o WeWork | Kemperplatz 1 | 10785 Berlin