

Position Profile:

The Creative Director – Product Design is responsible for leading the product design team in the creation of product concepts and designs from ideation to execution, ensuring the highest quality deliverables for our brands and customers. They bring a strong conceptual design background and an understanding of product and packaging development. They collaborate closely with internal and external customers to understand objectives and needs, and then guide their team of Product Designers and Production Artist in working closely with cross-functional resources to bring new products to life.

Work Responsibilities:

Lead the product design team and process through concept and design development, sourcing and execution, production art, and hand-off of creative assets.

Concept, Design, Sourcing

- Lead Product Designers in trend research to identify seasonal color palettes, prints, patterns, styles, and materials.
- Guide team as they interpret and consider how current trends can come to life through new product designs.
- Lead Product Designers in developing strong product concepts and ideas that will exceed customer expectations, ensuring adherence to brand strategy and positioning.
- Provide design oversight and leadership based on sound strategic thinking and a deep understanding of branding.
- Oversee team in sourcing, sampling, and troubleshooting new product components including, but not limited to, jars, lids, bottles, caps, pumps, cartons, hang tags, and labels.
- Guide team in their collaboration with R&D, Engineering, Quality, and Brand as they consider product use, functionality, and safety.
- Understand budgetary constraints and lead team in providing design concepts that are within budget.
- Understand production processes and limitations and guides team to design with manufacturability in mind. Facilitate conversation with vendors as needed.
- Provide leadership and recommendations to Product Designers to help them conceptualize creative solutions.
- Develop constructive and cooperative working relationships with vendors, colleagues, and others, maintaining them over time to produce successful results for the product design team.
- Leverage and oversee external creative relationships to extend design capacity and capabilities as needed.

Packaging Design and Production Art

- Work with Product Designer, Production Artists, as well as internal and external customers, to establish and maintain packaging design standards with consideration of full product line-up.
- Guide team on documenting design standard guidelines for sizing, spacing, placement, lockups, colors, and finishes.
- Support Production Artists with production art capacity management, workflow, and timelines.
- Proof packaging artwork files ahead of release to vendors to ensure all details are checked and accounted for.
- Oversees pre-press/on-press work for initial production runs to ensure quality print execution of various packaging components through oversight of vendor proof reviews, print/paper tests, and press checks.

Project Management

- Ensures that internal design and development processes are followed and hold team accountable to deadlines.

- Supports team with prioritization of product development projects.
- Work with other leaders to establish
- Works with other functional leaders and project management resources to establish high level, new project timelines, as well as to map out a creative workflow and appropriately sequence actions that are tailored to specific project needs.
- Work with Product Designers, Production Artist, and project management resources to breakdown more detailed design and production art due dates and actions.
- Maintain ability to handle multiple priorities as well as oversee the many workflows and schedules of product design and production art resources, even in stressful and challenging circumstances.

Miscellaneous

- As needed, play a lead or supporting role in customer facing meetings. If required, lead creative collaboration or troubleshooting sessions with customers as well as manage follow-up to support client needs.
- Coach team on presentation skills, ensuring design presentations and dialogs are thoughtful, articulate, or easily understood by internal and external customers.
- Supports company's sales and marketing needs by collaborating with other functional resources to plan and execute production of new product mock-ups, prototypes, and rendering, as well as the hand-off of any packaging art files that are needed for photo retouching.

Staff Management: Responsible for providing leadership to the team and ensuring that the team has the talent, resources, and readiness to meet team goals as well as ensuring maximum productivity and performance. Models CURiO Cornerstones and uses cornerstones framework in decision making.

- Effectively manage a multi-locational team under a fast pace and constantly changing circumstances.
- Hire, train and develop team, ensuring that each employee has a clear and thorough understanding of their role and responsibilities.
- Effectively orient new hires to CURiO culture, structure and specific role and responsibilities, ensuring a positive and productive employee experience.
- Utilize the company's performance management program as designed to align individual performance to overall performance objectives. Provide ongoing performance feedback. Identify and take appropriate action for non-performance.
- Guide and coach direct reports to produce business results by working collaboratively within and among cross-functional teams.
- Support employee development, offering opportunities for expansion of skills and capabilities to prepare for career growth.
- Ensure all CURiO communication is disseminated to the team in a positive and timely manner.
- Lead team in building strong cross-functional relationships, with a focus on ensuring high degree of connectivity and collaboration.
- Administer all internal policies and procedures in accordance with company, human resources, budgetary, and finance guidelines. Ensure accuracy of staff data records.

Minimum Qualifications:

- A Bachelor's Degree in graphic or industrial design or equivalent work experience
- Six years of experience in product development, packaging or industrial design is required
- Three years' experience effectively managing, supervising, and mentoring staff
- Experience with print production and pre-press processes

Computer and/or software qualifications:

- Basic level of proficiency in Microsoft Excel, Word, Outlook

- Advanced level of proficiency in Adobe Creative Cloud (Illustrator, Photoshop)

Core Competencies:

- Proven leadership ability
- Ability to provide oversight to multiple projects
- High energy level required.
- Strong organizational skills
- Critical thinking and problem-solving skills
- High degree of tolerance for uncertainty
- Attention to detail
- Ability to build and maintain relationships with business partners
- High tolerance for stress
- Knowledge of design techniques, ability to think creatively, with an eye for color and design

Preferred Qualifications:

- Experience in consumer products; beauty or personal care, highly desired

Travel Requirement: Up to 10%