

## AC Food Crafting Career Path - Roles & Responsibilities

*“Doing really, really good work is one part of the equation. But to truly advance (in) your career, you need to think about others much more than yourself. Being an example of ethical, responsible, and earnest conduct isn’t just a clear path ... it’s the strongest possible foundation to build a lasting career in any field of design.” - Arman Nobari*

Creatives like to think that we're just in it to make great stuff. However, in the end you're not only building your portfolio, you're building your career as well. Like a building has levels from the ground floor to penthouse, there are lots of levels within a career. Each level offers different opportunities and experiences.

- 100% of current senior designers, art directors, and creative directors originally had positions in other parts of the company.
- Role responsibilities are not checklists with an automatic promotion once completed. Completion and mastery of tasks are subjective and will be weighed by managers.
- Merit-based system: the candidate must perform above some arbitrary cut-off level in past, current or projected future performance to become eligible for promotion.
- This is a RECOMMENDATION of growth. All time periods, roles & responsibilities are general guidelines and are not tied to specific salaries.
- We want to keep creating opportunities that stretch your creativity and your skills
- Perfection is not expected, but experience and understanding is essential for recommended growth.
- There is potential for growth in ANY position. A talented individual can stay as Design 1 for years as they continue to experience and apply new opportunities.
- Not all promotions are up, some are lateral, and still create a lot of value.
- Some promotions are based on availability, but there is always potential for a value increase.
- Team members will be reviewed for a raise annually on the anniversary of their last raise. The amount will be determined at the discretion of the employer and will take effect the start of the following month.
- We want you to increase in value with your time at American Crafts. We are a creative company with almost limitless potential for growth and development. Please take the time to utilize the resources AC has to help designers grow: Skillshare classes, design library, etc.

Here is how your career might look like as a member on the AC Food Crafting team:

## Designer 1-2 ( 0-3 years of experience)

### Designer 1

The work you do will be substantial, but guided. You will work on both large and small projects. Your managers or a senior level designer will help train you. You will be expected to have, some basic level skills:

- Intermediate understanding of design software
- Understands how to create clean and manageable files
- Follows file organization and naming convention practices
- Basic understanding of the industry and customer
- *Product*: Asked to create presentations, Bill Of Materials (BOMs), flats & mockups, and product artwork for customer and in-house driven projects
- *Packaging*: Asked to create packaging files using a template, create new dielines, update Bill Of Materials (BOMs), create mockups and expand style guides
- Asks questions to understand production and sourcing processes
  - Understands the capabilities and limitations of our own facility and manufacturers to create viable products
- Proactive in asking for new assignments when tasks are finished
- Contributes to team meetings and activities
- Team mentality, willingness to learn, grow, develop, and contribute
- Willingness to be mentored and taught
- May be asked to direct critiques on occasion
- May be asked to participate in new brand concepts or innovative product ideas

### Designer 2

You are learning so much about what you can do as a designer. You have areas where you are comfortable, but there are still some skills where you need more practice. This position is the time to continue asking questions to refine your talents and be confident in your abilities when it comes to work projects.

- Mastery of Designer 1 skills
- Intermediate understanding of the industry and customer

## Designer 3-4 ( 2-5 years of experience)

### Designer 3

You have matured enough in your career to move beyond Designer 1 & 2. You don't need as much supervision, and you can handle some assignments on your own. You still have much to learn, from concepting to craftsmanship. However, at this point, you should know your strengths and weaknesses.

- All responsibilities of Designer 1 & 2
- Intermediate-Advanced understanding of design software
- Completes tasks in a timely manner and takes the initiative to ensure deadlines are met
- Understands brands and creates product to emphasize brand strengths
- Intermediate-Advanced understanding of industry, customer and end consumer needs
- *Product*: Can confidently and ably design a product collection (presentation, BOMs, artwork, dielines, etc.) and create a product/brand style guide from start to finish with little supervision
- *Packaging*: Can confidently and ably design all packaging for a collection (different types, new dielines, photo editing, etc.) and create a packaging style guide from start to finish with little supervision
- Seeks to optimize production and sourcing processes in a timely manner
- Creates viable products and understands product alternatives -Understands the capabilities and limitations of our own facility and manufacturers and strives to find and implement innovation within those limitations.
- Asks for more responsibilities when capable or works on slow-time projects to improve processes
- Continues to set goals for personal growth and development
- Continued willingness to be mentored
- Embraces ownership of projects and seeks information and resources for project completion
- May be asked to assist or direct photoshoots for packaging and marketing
- May be asked to take the lead on projects to develop leadership skills

### Designer 4

As you near the end of your midlevel journey, you're becoming more and more independent. Your focus should be on mastering your strengths and developing past your weaknesses. If you're serious about your career, at this point, you should already be doing what is expected of a senior creative.

- Mastery of Designer 3 skills
- Continued willingness to be mentored, but also embraces opportunities to mentor and teach team members

## Sr Designer (4+ years of experience)

### Sr Designer 1

*“Attaining seniority isn’t just a title—it’s inherently a stage of your career when you choose to think beyond yourself, and actively think about lifting up others.” – Arman Nobari*

You're striving for excellence, both conceptually and executionally. Your managers don't have to keep an eye on you. You work well with other parts of the business, and generally, you're the workhorse of a project. “Seniority implies you don’t wait for work to be “assigned” to you, but instead, you actively seek ways to positively impact projects.” - Arman Nobari

- All responsibilities of Designer 1,2,3 & 4
- Experienced, talented designer – designs are refined and stand out
- Assists Art Directors in creating on-brand product and styles, and can make design decisions based on their understanding of the brand
- Has a vision for the design of a product/program and can direct others in achieving that vision
- Can finish files from start to finish with little to no supervision
- Can handle multiple deadlines and use time efficiently
- Thoroughly understands our brands, industry, customer and end consumer – takes all needs into consideration to create artwork and conceptualize products that are appealing on a commercial level
- Understands product and packaging limitations and designs products within those constraints. Able to develop new product ideas based on industry and customer needs
- Understands all levels of production at a proficient level
- Takes the initiative to solve problems in the process and organization
- Able to mentor other designers and can teach new designers processes and procedures
- Cares about the brands, team, and company and actively makes choices to help everyone succeed
- Demonstrates leadership skills, including: professional manner and attitude, strong interpersonal skills, positive, can-do attitude – looks for solutions, not excuses
- Able to encourage and motivate others to do their best work
- May be asked to lead projects and help manage other designers
- May be asked to learn/assume other roles to assist Art Director and team as necessary

### Sr Designer 2

You are a master of the craft. Your insight and experience are invaluable and allow you to complete projects with ease.

- Mastery of Senior Designer 1 skills
- Learning and applying other skills to become a hybrid designer.

## **\*Sr Designer 2 - Head Packaging Designer**

- All responsibilities of Designers 1-4 and Sr Designers
- Responsible for mentoring new packaging designers
- Primary resource for new dielines, materials and packaging types
- Thoroughly familiar with the Food Crafting Resource Guide and seeks for ways to make it more useful
- As a packaging designer, works to understand product design processes and responsibilities
- Searches for opportunities to solve problems and improve processes

## **\*Sr Designer 2 - Head Product Designer**

- All responsibilities of Designers 1-4 and Sr Designers
- Responsible for mentoring new product designers
- Primary resource for new brands, programs and product types
- Thoroughly familiar with the Food Crafting Resource Guide and seeks for ways to make it more useful
- As a product designer, works to understand packaging design processes and responsibilities
- Searches for opportunities to solve problems and improve processes

## **Marketing Designer**

You can be at any skill level as a marketing designer. Your purpose is to support the marketing team. Most projects will be client directed, but there are also plenty of opportunities to create and assist in marketing campaigns.

- Create a diverse range of assets such as ads, landing pages, email templates, social media graphics, and illustrations to support product and marketing
- Develop unique, stand-out creative, in print, video, animation, and digital still formats
- Design, materials and advertisements for all platforms including email, Facebook, YouTube, and Instagram
- Collaborate with design, content, and marketing teams to create quality assets
- Ensure creative is consistent with the company's brands and design direction

**\*\***Has the potential to have various levels or focuses. i.e. motion graphics or catalog

# Art Director

As an Art Director, you need to be really good at your craft, but you need to learn how to make others great at theirs. Management, leadership, and marketing skills are essential.

- Act as a creative consultant and provide art direction and design conception to develop innovative and creative solutions that support company strategy
- Advanced understanding of the brand/s, industry, client & end consumer needs and has a vision for the brands over which they're responsible
- Apply design and production knowledge, exercising independent judgment and firm branding standards to complete projects.
- Manages projects from start to finish: proactively assigns tasks and works with team members to meet deadlines
- Provide input on art and design projects from concept through production and final delivery. Ensures design output is up to company and brand standards
- Digest complex abstract concepts and turn them into powerful visuals that support the brand, including positioning, unique differentiation and value proposition
- Assist team members from across the organization in the creation of design assets for internal and external presentations, product design updates, etc
- Collaborate with marketing and business development teams to establish design and production expectations for projects
- Works directly with sourcing department, sales team members, clients and creative consultants (celebrities)
- Understands the broader scope of how design fits within the organization and the responsibility of supporting other teams and departments - without sales design isn't relevant; without sourcing design isn't produced;
- Makes sure the majority of team communication is on the positive – things that are going well, solutions instead of problems, wins, opportunities to look forward to, etc. - and leads by example in this area
- Able to assume product/packaging responsibilities as necessary
- Tackles special design projects as asked by the Creative Director and VP of Product Development
- Works to train, develop and mentor designers on all levels
- Able to maintain confidences and respectfully deal with sensitive information
- Has creative authority and works with Creative Director and VP of Product Development when executive decisions are required
- Advises Creative Director and VP of Product Development on team member raises, bonuses and other rewards
- Advises Creative Director and VP of Product Development on departmental matters
- Shares responsibility with Creative Director and VP of Product Development for the success/failure of products

## Associate Art Director

You are one of the most talented and trustworthy members of the team. You have proven yourself invaluable, and the team needs someone with valuable experience. As an Associate Art Director, you are really the Art Director's second hand and is an additional resource for designers when the Art Director is unavailable.

- Work with art director to concept, develop, present, and refine creative products that nail the strategy, challenge the status quo, and impress our clients
- Help guide deliverables, timelines, and budgets associated with various projects
- Run meetings and/or projects—and work with other creative team members to help them do the same
- Mentors all designers over which they're responsible
- Able to assume product/packaging responsibilities as necessary
- Works to expand knowledge of both Product and Packaging Design responsibilities
- Advanced knowledge of the brand/s, industry, client & end consumer
- Assists Art Director in overseeing all product development from start to finish
- Searches for opportunities to solve problems
- Tackles special design projects as asked by the Art Director
- Able to maintain confidences and respectfully deal with sensitive information

## Creative Director

You will use your expertise and guidance to make sure creative team members work together like a well-oiled machine: consistently cranking out genius deliverables, meeting deadlines and landing work from desirable clients. You will know the ins and outs of the industry, stay up on trends and oversee the creative vision, the creative team and their various projects.

- Oversees all work created by the ACFC creative department and works with Art Directors to meet deadlines
- Oversee client pitches and proposals
- Advanced in depth understanding of the industry, brands, clients & end consumer needs and has a vision for the department as a whole
- Ensure designs and content reflect consistently and positively the brand image and company ideals
- Review work, troubleshoot and provide feedback to team members
- Conduct brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives
- Work closely with multidisciplinary project teams: R&D, Sales, Sourcing, Production, Executive, etc.
- Remain actively involved in hiring and training creative staff
- Manage and cultivate the career development of team members
- Participates in and provide regular team-building activities and opportunities for professional development and growth
- Shares responsibility with Art Director/s and VP of Product Development for the success/failure of products & programs

Best part about our young department is, we're growing!! If you see a need or recognize a way that you can continue to add value, we want to help you create that at American Crafts. Here are some examples of potential future opportunities:

- Potential future positions to be created: Brand Identity Developer, Associate Creative Director, Production Artist, Brand Specialist, Program Designer