



Art Director

Department: Creative Media Studio

Location: Miramar, Wellington (International travel upon project need)

Role Purpose

The Art Director's role is to lead the creative vision and visual development of world-class immersive projects. This role is responsible for shaping compelling environments, interactive narratives, and multisensory experiences that blend physical and digital storytelling. The ideal candidate is a visionary creative leader with a strong background in concept design, production design and experiential storytelling.

Key Accountabilities & Outcomes

- Deliver high quality solutions to varying conceptual, illustrative, render, graphical and design-related challenges, for Screen, Games and Immersive Experiences.
- Develop and communicate visual direction through concept art, mood boards, style guides, and presentation materials.
- Collaborate with Creative Directors, designers, writers, technologists, producers, and fabrication teams to deliver cohesive experiences.
- Guide the design of environments, characters, props, lighting, graphics, media, and interactive elements.
- Ensure narrative, aesthetic, and experiential consistency across all stages of production.
- Oversee the quality and integrity of visual deliverables from concept through final execution.
- Present creative concepts and design rationale to internal stakeholders, clients, and partners.
- Mentor and inspire artists and designers, fostering a collaborative and innovative creative culture.

Qualifications & Experience

- 4+ years of experience in art direction, production design, or immersive experience design.
- Proven experience delivering large-scale immersive, experiential, themed entertainment, film, game, or exhibition projects.
- Exceptional visual storytelling skills with a strong portfolio demonstrating world-building and environment design.
- Experience collaborating across multidisciplinary teams, including digital, physical, technical, and production departments.
- Familiarity with cinematic storytelling, VFX pipelines, and immersive narrative design.

Skills & Competencies

- Proficiency in industry-standard design tools such as Photoshop, Illustrator, Blender, Cinema 4D, Unreal Engine, Revit, AutoCAD or equivalent.
- Strong understanding of spatial design, lighting, materials, fabrication, and interactive media.
- Excellent communication, presentation, and leadership skills.
- Ability to manage multiple projects while maintaining a high level of creative excellence.
- Professional proficiency in both English and Mandarin is desirable but not essential.

Key Working Relationships

Internal

- Creative Media Team: Department Head, Creative Director, Art Director, Producer and Coordinator
- Other Wētā Workshop Departments i.e: Design studio, manufacture, etc.

External

- Clients and Vendors
- Including but not limited to: Designers & Concept Artists, Experience & Architectural Designers, interactive design teams, manufacturing teams etc.