

XR DIRECTOR

Are you a creative renegade that drives innovative solutions using the power of immersive storytelling and experiential 3D design. As a Director at West Edge, your mission will be to blend art and technology to create unforgettable brand experiences that resonate with diverse audiences. As a visionary in Extended Reality (XR), you will lead projects that push the boundaries of virtual and augmented reality, ensuring each campaign is not only visually stunning but also strategically impactful. Your expertise in interactive narratives, cross-platform development, and cutting-edge XR trends will be key to delivering extraordinary results that set our agency apart.

ROLE AND RESPONSIBILITIES

- Guide a team of creatives in crafting compelling XR that deeply immerse audiences in brand stories.
- Direct the design of XR elements to foster a deeper connection between brands and audiences.
- Strategically integrate brand messaging into XR experiences, ensuring seamless brand storytelling.
- Ensure adaptability of XR across various devices, focusing on accessibility and compatibility.
- Oversee state-of-the-art visual and audio design, creating realistic and immersive experiences.
- Utilize audience insights to tailor XR experiences, enhancing engagement and relevance.
- Lead the development of culturally sensitive and diverse XR content, appealing to a broad audience.
- Maintain high ethical standards in XR practices, especially in areas of user data security and privacy.
- Manage and inspire a team of creative professionals, fostering collaboration and innovation.
- Develop strategies for post-experience engagement, ensuring the lasting impact of XR campaigns.

EXPERIENCE

- Minimum five years' experience in creative direction and/or immersive technology
- Proven experience implementing XR across devices, with emphasis on WebXR / WebAR
- Knowledge of marketing, creative, video, web workflows and technology stacks
- Knowledge of software and platforms such as Unity, Adobe, Unreal, Zappar, IOS, Android
- Proficiency developing software applications and experiences in JS, PHP, MySQL, CSS, A-frame, etc.
- Previous experience and proven leadership in managing code repositories and version control
- Experience with responsibilities stated above

