



Position: Art Director

Our Story

DripDrop wasn't invented by a beverage company. Or a pharmaceutical company. Or any company for that matter. It was invented on a relief mission by a doctor treating life-threatening cases of dehydration. When he saw how quickly patients recovered, without the use of an IV, he thought...why shouldn't everyone have this?

The Product

When you're dehydrated, water and sports drinks aren't enough and getting an IV just isn't practical. DripDrop's patented formula is based on over 50 years of Oral Rehydration Solution (ORS) science. It activates the sodium-glucose co-transport system in your body resulting in fast absorption of water and key electrolytes into your bloodstream. The result is dehydration relief fast - - - so you can stick to your mission. DripDrop ORS improves on the World Health Organization (WHO) ORS standard by delivering medical grade electrolyte levels to treat and prevent dehydration while tasting great (a key problem for ORS). DripDrop is used by the U.S. military, fire departments, prominent medical institutions and major college and professional sports teams who both "need it" and "get" the science.

Our Mission and Values

As a Public Benefit Corp (PBC), the team at Drip Drop is committed to our mission to defeat life threatening dehydration at home and abroad. Our mission is central to our brand promise to consumers and permeates everything we do. We have an active program in place to achieve our mission benefiting US Firefighters, International and Domestic Disaster Relief and Health Institutions. We value: 1) people who share our passion to be part of a purpose-driven company (not just a business): 2) entrepreneurial winners who like to keep score and: 3) people who like to have fun and are fun to work with.

Job Description

This is the kind of role that makes a career. The opportunity is remarkable for creative growth and impact on a fast growing brand. The Art Director will be responsible for developing, elevating, and protecting the visual identity of the brand across all properties and mediums.

Key Position Responsibilities

- Being a creative support/partner in terms of ideation, brainstorming, concepting, and executing on vision
- Collaborates with VP of Marketing, marketing team and business owners to create design solutions that support the brand in both the digital and print space
- Concept and art direct all brand content shoots including but not limited to campaigns, product photography, ecommerce photography and videos
- Event concepting and art direction
- Designing various designs for print: packaging updates, print marketing, and retail displays
- Photo retouching and enhancements on product photography
- Prepare and deliver press-ready print files to various vendors and manage press checks



- Assisting with product photography and styling of photo shoots
- Managing and formatting product photography for web and distribution
- Ensuring the integrity and consistency of the brand through brand standards
- Evolving as the company grows and the position responsibilities increase

Requirements, Skill Set and Qualities

- 5-8 years of experience as a Sr. Graphic Designer, prepared for an Art Director position as a next step
- BA or B.F.A. in Art, Visual Communications, Graphic Design or related experience
- Experience working with direct to consumer e-commerce brands
- Portfolio with diverse collection of well-executed design (digital, print, packaging, branding)
- Portfolio with strong sense of layout design, visual hierarchy, use of color and typography
- Illustration, hand lettering, and photography experience a plus
- Adobe Photoshop, Illustrator, InDesign (proficiency required)
- Adobe Premiere, After Effects (preferred)
- Microsoft Word, Excel, PowerPoint (basic understanding required)
- Photo retouching and enhancements on product photography
- Basic coding, HTML, video editing knowledge a plus
- Experience with creative, properly formatted web content and animated gifs

Send cover letters and resumes to: debbie@dripdropors.com