



Design Director (Bellevue, WA)

Tube Art Group is looking for a Design Director to play a key role in strategic direction, creative vision, and overall design excellence within the realm of sign design. Reporting to the Executive Vice President, this role oversees all design for the TAG Seattle business and leads a team of approximately 5 direct reports.

This is a highly visible leadership opportunity for someone who is passionate about design in the built environment and excited to shape both the work and the team behind it. The Design Director will play a pivotal role in advancing design strategy, strengthening standards, and ensuring the successful execution of projects across signage and environmental graphic design.

About Us

We are a leading full-service sign manufacturing and installation company with decades of experience delivering high-quality signage solutions. We specialize in custom sign design, fabrication, and installation, serving a diverse range of industries, including retail, corporate, healthcare, tech, entertainment, and commercial real estate. With a reputation for craftsmanship, innovation, and exceptional project management, Tube Art Group partners with clients to deliver impactful branding and wayfinding solutions that enhance their spaces.

Why this role stands out

This is not a role where design happens in isolation.

As our Design Director, you will guide the creative vision for Seattle projects while partnering closely with clients, architects, design firms, and internal teams across sales, project management, estimating, manufacturing, and installation. You will help ensure the work is not only visually compelling, but also strategically aligned, technically sound, and ready to execute.

This role combines creative leadership, client engagement, cross-functional collaboration, quality control, brand alignment, and design resource management. As the Seattle Design Director, you will work closely with an executive team that is invested in your success, growth, and ongoing development. For the right person, it is an opportunity to lead meaningful work, mentor a talented team, and help shape the future design direction of the company.

What you will do

- Lead the creative direction and overall design quality of Seattle-area signage and environmental graphic design projects
- Develop and articulate a compelling design vision aligned with the company's brand and strategic objectives
- Oversee all design for the Seattle business, ensuring consistency, accuracy, quality, and timeliness across projects
- Lead, mentor, and manage the Seattle design team, including approximately 5 direct reports
- Foster a collaborative and innovative work environment that supports accountability, creativity, and professional growth
- Review drawings and design deliverables for quality and correctness, while coaching designers as needed



- Support team development through feedback, performance conversations, and day-to-day leadership
- Manage design workload, project allocation, team resources, and time tracking across the department
- Serve as a primary design resource for sales, project management, estimating, manufacturing, and installation teams
- Collaborate with external design firms and architects on signage and EGD package development to ensure alignment with broader environmental and architectural goals
- Serve as a primary design liaison for clients, translating needs into thoughtful, effective, and buildable design solutions
- Present design concepts, guide feedback discussions, and support client satisfaction throughout project lifecycles
- Participate in client meetings and project presentations in partnership with sales and project management
- Establish and maintain advanced design standards, processes, and best practices that support efficiency and excellence
- Serve as the primary design point of contact for large or complex projects
- Lead new product and technology implementation through design development
- Partner cross-functionally to support seamless project execution from concept through installation
- Stay current on industry trends, materials, emerging technologies, and best practices in signage and environmental design
- Support innovation through brainstorming, design reviews, sustainability initiatives, and engagement with the design community

What success looks like in this role

The right person in this role brings a strong mix of creative leadership, technical understanding, strategic thinking, and practical execution.

They know how to elevate the work while also supporting the people doing it. They are comfortable operating at both the strategic and day-to-day levels; setting design direction, guiding a team, collaborating with clients and partners, improving standards, and helping projects move successfully from concept to completion.

Success in this role means raising the level of the work, strengthening consistency and quality, building trust across departments, and shaping a design function that supports the company's long-term goals.

Ideal candidate profile

- 7+ years of experience in signage design, environmental graphic design, or a related field
- Prior leadership experience, with 3+ years of management experience preferred
- Strong knowledge of signage systems, materials, and construction methods
- Ability to read and interpret architectural drawings
- Experience collaborating with clients, architects, design firms, and internal cross-functional teams
- Strong design judgment paired with excellent attention to detail and follow-through
- Ability to guide projects from concept through execution with both creativity and practicality



- Strong leadership and team management skills, with the ability to inspire creativity and collaboration
- Excellent written and verbal communication skills
- Strong organizational skills and the ability to balance multiple priorities effectively
- Demonstrated emotional intelligence, including integrity, good judgment, and the ability to work effectively across all levels of the business
- Flexibility, adaptability, and a solutions-oriented mindset

Qualifications and Tools

- Associate's or Bachelor's degree in design or a related field
- Proficiency in Adobe Creative Suite, including Illustrator, InDesign, and Photoshop
- Experience with 3D design applications such as SketchUp, Rhino, SolidWorks, or similar
- General proficiency with Word, Outlook, and Excel
- Familiarity with digital design tools, emerging technologies, and web-based platforms such as Smartsheet
- Valid driver's license required, with the ability to travel locally to company production facilities, project sites, and client meetings as needed

Compensation:

Expected salary range: \$100,000 – \$150,000, depending on experience, qualifications, and overall fit for the role.

Benefits:

We offer benefits package that includes medical, dental, and vision coverage, 401(k), paid time off, paid holidays, and other company-sponsored benefits and programs.

More about us:

The pillars we use to guide decision making can be found in our vision, mission and values.

Vision: To help people enjoy, identify, and navigate the spaces around them.

Mission: To craft complete branding and signage solutions that align people with the space they are in.

Values:

Forward Thinking: We use our strategic approach, vision, innovation, and adaptability to effectively navigate the ever-changing needs of our employees, clients, and our partners.

Authentic: We genuinely care about our work, each other, our clients, and our partners. Regardless of the challenges we face, we abide by our strong moral principles and always do the right thing.

Collaborative: We leverage the strengths of our employees, clients, and partners to deliver exceptional products and services that represent all facets of our company. We believe that when we bring diverse minds together, we create timeless products and achieve higher levels of success.

Dedicated: We have an unwavering commitment and devotion to our company, our clients, our partners, and each other.

Expertise: Our team demonstrates exceptional competence, mastery in our craft, and proven problem-solving techniques to deliver an extraordinary product.

TAG is an Equal Opportunity Employer. If you need reasonable accommodation during the application or interview process, please let us know.