



POSITION:

Identity Designer

LOCATION :
Minneapolis, MNDEPARTMENT :
Creative TeamEMPLOYMENT TYPE :
Full-TimeMINIMUM
EXPERIENCE :
Mid-level

Open Book is a team of passionate people serving in the intersection of strategic consulting and creative making. We exist to help invite people into the stories that we build with our clients. We work with companies and causes who see possibility and want to create positive change in the world. Through active listening and disruptive thinking, we help give voice to a vision and then build dynamic branded materials that bring it to life. The work we do is often transformative for an organization, helping to create a clear “before and after” of how an organization understands themselves and builds momentum for what they’re going after.

PRIMARY DUTIES INCLUDE:

→ Generate Creative Vision + Ideation:

- Visualize brand strategies, stories, and messaging
- Identify key problems + brand challenges and strategize how to solve for these
- Generate creative concepts and clearly communicate creative vision to develop brands in ways that incite audience engagement

→ Provide Art Direction + Design:

- Execute work that continually raises the bar for design, creativity, and innovation
- Build brands that are filled with beauty, imagination, and unique style
- Ensure quality in deliverables that maintains brand consistency and clarity across multiple platforms and media
- Review work, troubleshoot, and provide feedback to the creative team in ways that make things better
- Ensure visual communication meets project goals and tells a story that is authentic to the client and engaging to target audiences

→ Produce Creative Content:

- Translate client stories, brands, and project objectives into compelling creative content
- Identify a key creative concept to shape vision, clarify project direction, and drive branded storytelling
- Lead creative content development for use across multiple platforms and media. This may include (but is not limited to) web and print media, video story boards, social media content, proposals, and brand briefs
- Hold responsibility and provide guidance over the execution of a project through all phases of creative content development

DESIRED SKILLS, MINDSET, + ABILITIES:

- 5-7 years of experience in identity design and building brands
- Portfolio of strong visual identity system examples (not just logos)
- Fluent in industry trends and Adobe Creative Suite
- A strong conceptual thinker
- Can balance multiple priorities and deadlines
- Display a deep understanding of both print production and interactive digital experiences (experience with code and animation are bonuses—mention them!)
- A strong self-starter who functions effectively within ambiguity

OUR CULTURE:

We are a close-knit team motivated by mission—both our own (to help organizations invite people into their stories) and those of the clients we serve. Our ideal team member:

- Is mission-driven and passionate about being a generous partner with our creative team and clients
- Is curious, interested in ideas, and comfortable with robust dialogue to hone a perspective
- Thrives in a highly collaborative environment that values adaptability
- Can communicate effectively verbally and in writing
- Demonstrates a high skill level of listening

The Four Daily Goals of Team Open Book Are: 1. Help someone. 2. Learn something. 3. Do good work. 4. Be grateful.



If you are interested in this position, please send your resume, a portfolio link, along with a cover letter that introduces yourself and why you're interested in this position and the Open Book mission. [Please send all materials to openings@teamopenbook.com.](mailto:openings@teamopenbook.com)