



POSITION:

Digital Designer

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. We are currently looking for a Digital Designer to drive development of digital strategies and experiences within an iterative, fast-paced environment. The ideal candidate thrives within ambiguity and demonstrates a maker mindset. They are able to provide creative ideas that lead to strategic solutions that bring client stories to life and drive engagement.

LOCATION:
Minneapolis, MNDEPARTMENT:
Creative TeamEMPLOYMENT:
Full-Time

PRIMARY DUTIES INCLUDE:

→ Creative Ingenuity:

- Translate client stories, brands, and project objectives into compelling creative concepts filled with beauty, imagination, and style
- Drive strategic problem solving by leveraging digital platforms to address brand challenges and incite audience engagement
- Clearly and compellingly communicate strategies and concepts through cogent writing, design, and verbal communication

→ Experience + Interface Design:

- Work collaboratively with the Creative Team to develop creative deliverables across multiple digital platforms. These may include (but are not limited to) websites, email campaigns, social media content, presentation tools, etc.
- Design engaging digital experiences that utilize UX/UI best practices while also continually looking for opportunities to raise the bar in creativity and innovation
- Utilize design, motion, and interaction as storytelling tools that reinforce and visualize key concepts and messaging

→ Digital Production + Web Development:

- Lead development of dynamic and fully responsive websites using Webflow
- Implement design and content updates for client WordPress and Webflow websites
- Create + execute digital content for various email platforms (e.g. Pardot, Constant Contact, MailChimp)
- Ensure accuracy and quality in digital deliverables that maintains brand consistency and clarity across multiple platforms and media

DESIRED SKILLS, MINDSET, + ABILITIES:

- Portfolio of strong digital work that demonstrates creativity and technical ability
- Fluent in HTML and CSS (JavaScript and animation a plus!)
- Comfortable designing interfaces in Adobe Illustrator and XD
- Detail-oriented and organized
- Experience with (or eagerness to quickly learn) building dynamic websites in Webflow platform
- Strategic thinker; able to determine next steps with the end goal in mind
- Can balance multiple priorities and deadlines

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; demonstrates adaptability and an eagerness to grow in a range of skills that both sharpen and evolve over time
- Thrives in a highly collaborative, fast-moving environment
- Craves feedback, iteration, and constant learning
- Works efficiently and successfully under pressure
- Loves a good GIF and a witty retort

The Five Daily Goals of Team Open Book are: 1. Help someone. 2. Learn something. 3. Do good work. 4. Be grateful. 5. Remember joy.



If you are interested in this position, please submit your resume, a portfolio link, and 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)