



POSITION :

# Identity 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 an Identity Designer to translate a client's unique vision and story into a dynamic visual brand that brings it to life. The ideal candidate thrives within ambiguity and demonstrates a maker mindset. They are able to provide creative ideas that lead to strategic solutions within an iterative, fast-paced environment.

PRIMARY DUTIES INCLUDE :

## → Creative Vision:

- Translate vision and story into creative brand concepts that demonstrate visual storytelling and direction
- Identify key problems and brand challenges and offer strategic solutions
- Clearly and compellingly communicate strategies and concepts through cogent writing, design, and verbal communication

## → Art Direction + Design:

- Build visual brands that are filled with beauty, imagination, and unique style
- Develop a key creative concept to provide clarity and direction to a project
- Ensure visual brand supports project goals and tells a story that is authentic to the client and engaging to target audiences
- Continually look for opportunities to raise the bar for design, creativity, and innovation

## → Creative Content Development:

- Partner with the Creative Team to develop branded materials 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
- Utilize design, imagery, and illustration to enhance key concepts and messaging
- Ensure quality in deliverables that maintains brand consistency and clarity across multiple platforms and media
- Provide flexible partnership and a helpful spirit to serve varied creative needs or production requests

DESIRED SKILLS, MINDSET, + ABILITIES :

- Portfolio of strong visual identity system examples (not just logos) that demonstrate style and creative problem-solving
- Fluent in Adobe Creative Suite and industry trends
- A strong conceptual thinker
- Can balance multiple priorities and deadlines
- Displays a deep understanding of both print production and interactive digital experiences (experience with code and animation are bonuses—mention them!)
- Exhibits good taste in creative work
- Able to forge paths forward in the face of 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 and eagerness to grow
- Can communicate effectively verbally and in writing
- Demonstrates a high skill level of listening

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).