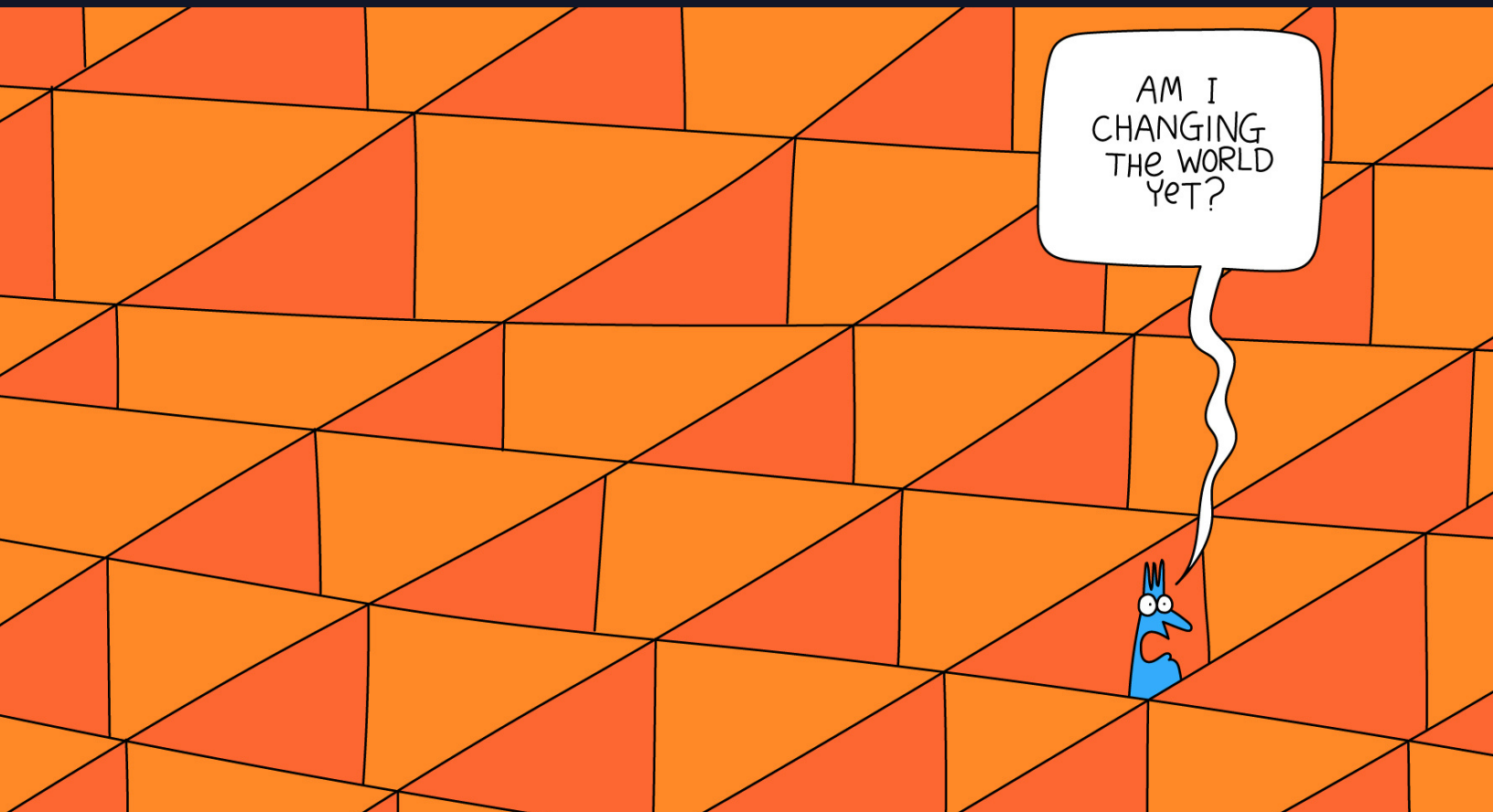


JUNE 2023

# Graphic Designer & Illustrator

Role Description: Why We Want You



**gapingvoid**<sup>®</sup>  
Culture Design Group

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[www.gapingvoid.com](http://www.gapingvoid.com)

[@gapingvoid](https://twitter.com/gapingvoid)

# Graphic Designer & Illustrator

*You believe you can change the world.*

**Join us on our mission to make culture the operating system for millions**

Gapingvoid is a boutique consulting firm transforming the work experience through Culture Design®. We believe every person can and must fall in love with their work, and that doing so is a deliberately designable process. Culture design combines insights from behavioral science, social learning, and neuroscience to transform organizations, turning culture into a management system.

Gapingvoid has evolved over the past 15 years through radical experimentation, relentless curiosity, and a deep drive to always up-level our work. We're scaling and rapidly growing, and as we move forward these three principles remain ingrained into the bedrock of our team.

## Your Impact in Culture Design

**Unlike any other means of communication, compelling visuals convey ideas, visions, beliefs, and cultures more effectively and deeply.**

In this role, you will be a true expert at using design and illustration to ignite transformation and start meaningful conversations about important ideas in business, society, and culture. As a creative and driven individual you will play a vital role in extending Gapingvoid's current brand promise - to inspire organizations to do awesome work through poignant visuals that capture complex ideas and make people think and feel.

You will be joining the creative force behind our brand - serving as a key player in driving the look, feel, and execution of our creative assets.

Research shows us that concepts studied as pictures are better remembered than items studied as words. We are constantly creating, and our content is one of our greatest competitive advantages. Using our semiotic science methodology, you will take ideas, visualize them in unique ways, and craft creative ways to relentlessly socialize them, driving positive change and delivering meaning for organizations across the globe.

As the Graphic Designer, you will work closely with all members of the Creative Team, as well as the customer-facing consulting teams and channel partners, to execute on all things creative. This role reports to the Chief Creative Integration Officer.

# What do you bring to our tribe?



## DESIRED SKILLS AND EXPERIENCE

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### STREET CRED!

- An undergraduate degree or equivalent in Graphic Design
- Illustration skills with portfolio showcasing work
- 3-5 years related experience in a fast-paced environment
- Expert design and communication skills
- Driven and insanely curious

### STRONG DESIGN SENSIBILITY

- An "eye for design" and the ability to create unique and thought-provoking collateral with strong attention to detail
- An ability to simplify complex ideas into meaningful visuals
- A deep understanding of the design landscape, including emerging technologies

### STRONG TECHNICAL EXPERTISE

- Artistic ability to draw and illustrate ideas throughout the design process and create finished artwork, both original and utilizing existing styles
- Ability to create print-ready production files (including digital color correction and editing)
- Photography and videography skills a plus (including video editing and production)

### CREATIVITY, VERSATILITY, AND RESOURCEFULNESS

- Constant creativity, generating and sourcing ideas while thinking strategically and technically about how to best implement them
- Versatility to apply skills to a broad spectrum of projects serving a range of industries
- Flexibility, hustle, and grit - a desire to roll up your sleeves and get the job done

### OWNERSHIP MINDSET

- Judicious time and project management and a love of details
- Ability to adapt quickly and creatively to manage competing demands in a detail-oriented environment
- Skill in navigating ambiguity while maintaining accountability

### EXCEPTIONAL COMMUNICATION & TEAM SKILLS

- Ability to operate autonomously or as part of a team with frequent collaboration in an often short timeframe
- Thick skin! Giving up when things get sticky is not in your vocabulary and feedback is viewed as a gift

## TOOLS

- Adobe Creative Suite
- Airtable
- Beautiful.ai
- Canva
- Dropbox
- Figma
- G-Suite
- Mentimeter
- Microsoft Office
- Miro
- Procreate
- Sketch
- Slack
- Social channels
- WooCommerce
- WordPress
- Zapier
- Zoom

# What can you expect?

we expect  
you to  
grow

we expect  
others to  
help you  
grow

we expect  
you to  
help  
others  
grow

## What's in it for you?

**\$50,000 - \$75,000 plus  
benefits (401K, bonus, etc.)**

Outside of compensation, we want you to find the same meaning & purpose in your work that we bring to our clients.

- The option to enroll in the benefits program – health, dental, vision and 401K.
- Work with a creative, empathetic, and passionate team on interesting projects.
- The opportunity to influence creative work and directly impact our clients
- The ability to work remotely and create flexibility in your schedule outside of core hours/meetings.
- The freedom to speak your mind.
- A path for growth and advancement, taking your career to new heights
- The space to continuously learn and grow with a diverse team

**Gapingvoid is a place where no two days are the same! While there is no "average day," below are some of the job duties you would be expected to perform.**

- Work cross-functionally to ensure delivery of design and marketing projects from concept to execution, taking ambiguous and complex ideas and distilling them into meaningful tools for communication
- Design creative artifacts and marketing materials, including physical and digital manifestos, creative products, consumer packaging, swag, brochures, books (digital/ print), press materials, presentation templates, case studies, catalogs, brand identity documents, and more
- Develop and expand Gapingvoid's suite of styles and design new artistic directions for a diversity of clients
- Communicate original concepts for client work through sketches, wireframes, visual comps, and prototypes
- Liaise directly with vendors and design partners to track projects, inventory, and orders
- Regularly re-draw and recolor existing work in Illustrator
- Develop social campaigns and promotional assets, assisting with the execution of marketing activities and brand campaign initiatives in collaboration with content & marketing strategists
- Contribute to an ongoing flow of evergreen assets for Gapingvoid and the clients we support
- Assist with front-end web design for existing and future e-commerce sites and platforms (design responsive assets and layouts across multiple devices)
- Assist with event design and support planning
- Participate in regular internal creative reviews with the team filled with banter and open exchange of ideas
- Continually evaluate the effectiveness of collateral to improve the quality of work, optimizing efficiency and creativity

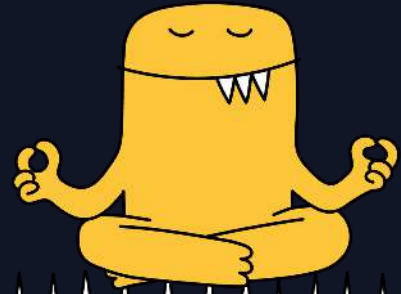
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## WHERE WILL YOU BE?

We work mostly remotely, and get together as a team throughout the year. Standard business hours are in ET.

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# Next Steps: This is an Investment



## WHY WE MAY NOT BE THE RIGHT FIT FOR YOU

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Our brand of cool doesn't work for everyone - and that's ok.

We're a hungry, passionate and positive team of professionals that geek out building emotional connections at inspirational places.

This brings out the best in us individually and pushes us every day.

But just like lollipops, our flavors aren't for everyone.

If this sounds like someplace you would thrive and flourish - let's talk.

- We don't always keep a set schedule - we are committed to doing what's needed when it's needed - and occasionally, that means our days can spill into nights or weekends.
- We're a small team of doers - everybody rolls up their sleeves - we don't stand on ceremony or title.
- If you are not sure how to do something - improvise, ask questions, figure it out, and make it fun
- Zoom is part of our way of life and keeps us connected, to our clients and each other.
- We are quirky and informal; we don't always follow the rules.
- We are not afraid to express feedback. It's not always fun but always makes us better.
- Life would be a lot more fun if everybody loved pop culture, random facts, podcasts, and dogs!

## NEXT STEPS & WHAT TO EXPECT

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1. Submit your application [here](#) (\*Note: a portfolio is required to be considered for the position, and there is an optional (but highly recommended) video submission question.
2. We'll review your materials and get back to you as soon as we can! If we think you'd be a good fit for the team, we'll reach out to schedule an interview. The interview may include follow up calls with additional team members.
3. We may ask you to complete a technical activity to highlight your illustration and design capabilities.
4. Before an offer is extended, background and reference checks will be completed.
5. If you have questions at any step of the process, please reach out to us at [people@gapingvoid.com](mailto:people@gapingvoid.com).

**gapingvoid**<sup>®</sup>  
Culture Design Group

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