

Associate Designer for Visual Design + Impact

Location: Flexible (Washington, D.C. Preferred), Full-Time

Typical Salary Range: \$60,000 - \$70,000

About Education Design Lab

Education Design Lab (the Lab, for short) is a national nonprofit helping educators and workforce groups respond to the changing needs of both learners and employers. The Lab has partnered with some of the most aspirational institutions, and often their ecosystem partners, as they consider how to design their offerings to serve learners flexibly with more data-driven, human-centered models, processes and tools. Our biggest areas of work include improved career pathway visibility, micro-pathways, 21st Century skills, micro-credentials, alternative on-ramps to degree, upskilling workers and training college leadership teams in change management and agile prototyping.

The Lab is unlike other organizations in the nonprofit education space. We are boundary spanners and work across disciplines and alongside schools, employers, entrepreneurs, government, foundations, nonprofits, and innovators. We are known for our work on the ground and have significant experience managing national and local learning cohorts, working with organizations such as The Lumina Foundation, the Michael and Susan Dell Foundation, the Gates Foundation, the United Negro College Fund (UNCF), Walmart, American Council on Education, and the ECMC Foundation. To learn more about the work we do and what we care about, visit www.eddesignlab.org, and follow on Twitter [@eddesignlab](https://twitter.com/eddesignlab).

About the Role

The **Associate Designer for Visual Design + Impact** will report to the Communications + Brand Manager and lead the Lab's visual design work and play a vital role in helping the organization drive greater impact. So much of the Lab's work is designing desired and equitable future states with our partners across education, employment and policy sectors. The Lab is valued for its ability to bring co-designed ideas to life in the form of clear, future-forward visual representations, so we employ a full-time visual designer to embed with our design and communications teams.

Responsibilities include, but are not limited to:

- **Visually design materials, big and small:** Work within the Lab's brand guidelines to design social media graphics, slide decks, one-pagers, project overviews, publications and reports, concept graphics, and data visualizations. Manage multiple deadlines, and consult with the team to meet design needs in the best way possible, utilizing contractors when needed.

- **Continue to evolve and refine the Lab’s approach to visual design:** Rethinking existing templates and assets, developing new templates and resources for the team and partners, and responding to new ways in which we collaborate through our work (how we show up virtually versus in-person).
- **Work within + further brand and style guidelines:** Be a resource for team members on adhering to the “look and feel” of the brand, briefing new Labbies on useful style guidelines and resources. Provide knowledge management for our visual resources, managing the process for visual asset development and version control.
- **Develop novel visual solutions that support larger organizational goals related to the Lab brand:** Build out and evolve the Lab’s existing style guide to be a comprehensive asset for the team and our partners.
- **Identify (and potentially learn) new tools for collaboration and develop processes** for the Lab team and our partners.

Qualifications and Experience

Successful candidates will have the following skills and experience:

- Work effectively in a team environment and develop creative alternatives to emerging challenges
- Experience working with data and you are comfortable visualizing data and information in graphics.
- Comfortable designing in Adobe Illustrator, InDesign, and Photoshop, as well as designing across multiple mediums that may include web, print, publication, data, illustration, product, video, and motion.
- Strong people skills and written and verbal communication skills, including the ability to translate complicated ideas into simple terms--you enjoy working with people as much as you enjoy digging into design work.
- Attention to detail, aka ability and comfort completing final work as if you are the last person to touch it (light copy editing and proofreading)
- Project management skills, aka ability to manage tasks and workflow on your own with direction from a project manager

Preferred skills:

- Familiarity with interactive and data visualization tools such as Figma, Tableau and Flourish

The mission of the Lab is to center the voices, needs, and experiences of learners who have long been excluded from higher education and opportunities of learning in the redesign of new models, programs, and services. Thus, we deeply value the expertise of lived experience and strongly value and seek to invest in creatives that have shared lived experience with the learners we currently

and hope to work with, including folks of color, people from working class and low-income backgrounds, those who are immigrants or children of immigrants to the US, those whose first language isn't English, those living with disabilities, trans and queer individuals, and others from communities who have been underinvested in. **It is critical that the faces, voices, and perspectives of the learners and partners we currently and hope to work with are made visible through our visual work. And, that the ways in which we measure impact and share knowledge and visualize our work is accessible and inclusive of many different folks.**

Data shows that women and BIPOC candidates more frequently do not apply to a job because they don't feel that they meet all of the qualifications listed. Our job descriptions are general overviews, not a mandatory comprehensive list. If you feel passionate about our efforts and believe that you have the skills to succeed in this role, we want to hear from you!

We encourage all interested persons (including Black people, Latinx people, indigenous people, people of color, first generation graduates, people with disabilities, members of the LGBTQIA community, veterans, and people with experience with community colleges and with learners who have long been under invested in) to consider submitting an application for this role if they meet the majority of the qualifications listed.

Location

Due to the COVID-19 pandemic, the Lab is currently operating in a hybrid-work environment where team members are working remotely from their home offices. Greater Washington, D.C. Metro Area based employees have the option to work from our offices located in Dupont Circle, downtown DC in accordance with the office policies which are updated regularly with COVID-19 restrictions to prioritize the health and safety of our team members. Similarly, Lab staff are traveling as needed in accordance with our travel policy to ensure safety and comfort.

Application Instructions

To apply, please submit a cover letter, portfolio, and resume using the [form linked here](#) by May 31, 2022. Be sure to include your skills with specific technology platforms and/or systems. Applicants will be reviewed on a rolling basis until the position is filled. If you have any questions, please contact us via email at careers@eddesignlab.org.

Equal Opportunity Employer

The Education Design Lab is an equal opportunity employer; applicants are considered for all roles without regard to race, color, religious creed, sex, national origin, citizenship status, age, physical or mental disability, sexual orientation, marital, parental, veteran or military status, unfavorable military discharge, or any other status protected by applicable federal, state or local law.