

## Senior/Midweight Wayfinding Strategist

**Discipline:** Wayfinding, Urban Planning, Architecture  
**Position:** Full Time Employee  
**Location:** Sydney, Australia

### About Maynard

Maynard is a multi-disciplinary design practice with studios in London, Sydney, Melbourne and Auckland. Together our team provides a unique combination of design expertise spanning the disciplines of wayfinding, graphic and information design, industrial design and product design. We are focused on designing for people, the places that they inhabit and the products and interactions that will improve their daily lives. We call it social design, and we work in many sectors from large transport and urban realm schemes through to more bespoke cultural projects and placemaking.

We enjoy working with other disciplines and have long term relationships with high-profile architects and engineers, as well as specialist manufacturers. Communication and teamwork is key to making things happen, and that is at the core of how we work.

### The Position

We're looking for a talented and self-motivated Senior to Midweight Wayfinding Strategist to join our Sydney studio. This is an excellent opportunity to lead, nurture and shape a growing team of creatives whilst delivering high profile projects throughout Australia and internationally.

Our projects are diverse, with a particular focus on transport and the urban realm. The Senior/Midweight Wayfinding Strategist must have the knowledge and confidence to work closely with clients and stakeholders in these sectors, to deliver exceptional creative responses to demanding design briefs. The ideal candidate will have a genuine interest in cities and a passion for developing enduring products and solutions.

Working closely with our studios in New Zealand and the UK, we're looking for someone with energy, a voice and enthusiasm to inspire the team and represent the company at all levels, coupled with the drive to continually push themselves and grow in a personal and professional capacity.

### To Apply

Please share your CV and link to your portfolio to [jobs@maynard-design.com](mailto:jobs@maynard-design.com) with a short blurb about why we'd be a great fit!

Pop in to any of our studios around the world to discuss this or any other opportunity at Maynard. We offer international relocation support for the right candidate.

### Key Responsibilities

- Working with planning and design teams to develop strategy documentation, including reports, signage schedules and placement plans.
- Undertaking project and user research, and data analysis.
- Undertaking audits of existing signage schemes and documenting the results collected.
- Collaborating with other design disciplines to co-ordinate designs, and assisting graphic designers with artworking tasks.
- Assisting with the development of core graphic elements, colour palettes, typography, maps and pictograms, and the ability to demonstrate an understanding of information design principles.
- Designing templates and producing reports, project presentation design, and assisting with tender submissions.
- Maintain knowledge of industry trends and develop technical and professional development skills.

### Skills and Experience

- A creative and self-motivated wayfinding strategist with experience and a keen interest working on projects within the transport, aviation or infrastructure sectors
- 5 years experience minimum / 8 years preferred
- Bachelors or Masters degree in Design or Planning related subject
- Experience multi-tasking and working across concurrent projects and sectors, with partners such as Architects, Engineers, Landscape and Urban Planners.
- Experienced working with TfNSW, Sydney Metro or aviation clients is advantageous
- Excellent conceptual and strategic thinking skills with a user-centric focus
- Great written, spoken and interpersonal communication skills, with confidence at presenting work to clients and stakeholders.
- Conscientious, detail-oriented and organised, with proven time management skills.
- Proactive, collaborative, and works well under pressure
- Proficient in reading architectural plans, sections, elevations and detail