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## Job Description

### Senior Wayfinding Designer - London

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#### Core Responsibilities

- Deliver and/or lead multiple, often complex, design projects from concept through to site whilst adhering to design briefs, programmes and budgets
- Undertake project and user research and develop design briefs with the client team
- Produce, supervise and deliver designs, drawings, schedules, guidelines and specifications at conceptual stage, tender and construction stages. This may include:
  - Circulation and information strategies
  - Graphic elements such as colour palettes, typography, set out, pictograms
  - Sign placement audits, plans and content schedules
  - User testing and prototyping
  - Production-ready artworking
- Collaborate with other design disciplines to co-ordinate and deliver designs
- Review and provide quality assurance of project outputs
- Prepare and deliver presentations and design reports to a high standard
- Project manage multiple projects including budgets, programming, risks and resources
- Manage and motivate our team of mid-weight and junior designers, and keep them up to date with industry trends
- Attend industry events and networking opportunities
- Identify business opportunities and support the business development team
- Support the preparation of tender responses including costings and programmes, under the guidance of the business development team
- Support client pitches and delivery of presentations
- Support wider team members in the form of research, document creation, graphic work etc
- Reports directly to our Head of Wayfinding and London Directors

#### Requirements

- Strong track record of managing and delivering complex wayfinding studies
- Excellent conceptual and strategic thinking skills with a user centred focus
- Experience of creating and working with design guidelines
- Excellent typography and composition skills
- Excellent production-ready artworking skills
- Confidence at presenting work to clients
- Ability to work across multiple projects
- Ability to project manage multiple projects
- Excellent written, spoken and interpersonal communication skills
- Conscientious and organised, with proven time management skills
- Meticulous, thorough and strong attention to detail
- Proactive, collaborative and works well under pressure
- Proficient in Adobe Photoshop, Illustrator and InDesign
- Fluent in English verbal and written, other languages a plus
- Must have a valid EU work permit