

## Senior Graphic Designer

London

### About Maynard

Maynard is a multi-disciplinary design practice with offices in London, Melbourne, Sydney and Auckland. Together our team provides a unique combination of design expertise spanning the disciplines of wayfinding, graphic and information 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. We work in many sectors from large transport and urban realm projects through to local placemaking and cultural projects. We enjoy working with other disciplines and have long-term relationships with high-profile architects and engineers, as well as specialist manufacturers. Communication is key to making things happen, and that is at the core of how we work.

### Position Available:

We are looking for a creative and self-motivated Senior Graphic Designer to join our team in London in a freelance or permanent role. You are a visual-thinking problem solver and communicator capable of achieving high quality, bespoke, creative outcomes for clients, and conveying our brand purpose and values. This is an excellent opportunity to be part of a small team where you will be heavily involved in a variety of projects across wayfinding and the built environment. The principal responsibilities of this position will involve the creative development of core graphic elements including colour palettes, typography, pictograms and illustrations; as well as the implementation of these across wayfinding schemes and their associated signage products, specifically in the arts, culture and events sectors. You will have the opportunity to collaborate with other design disciplines, both within the studio and with our colleagues internationally.

### Key Responsibilities:

- Manage and deliver designs, drawings, schedules, guidelines and specifications at concept, tender and construction stages
- Lead development of design narratives, strategies and visual identities
- Develop core graphical elements such as colour palettes, typography, layout and pictograms
- Apply core elements across wayfinding and signage schemes
- Lead the generation of signage design concepts
- Lead development of mapping and information graphics

- Plan and prepare documentation and reports in line with client and project requirements
- Create production-ready artwork
- Collaborate with other disciplines to co-ordinate core design elements with wayfinding strategy and product

### Skills and Experience:

- Bachelor and/or Masters Degree in graphic design or similar field of study
- Relevant experience (6+ years) in an established creative agency
- Confident overseeing and making sound judgements on creative work as well as getting hands-on when required
- Excellent design, typography, composition, and conceptual thinking skills
- Excellent artworking skills and attention to detail
- Experience in developing and working with visual identities and placemaking, preferably in the arts, culture and events sector
- Experience working on wayfinding systems from concept to implementation
- Ability to communicate design work clearly and confidently in written, oral and presentation formats to clients and stakeholders
- Ability to work across multiple projects whilst managing own workload and prioritising tasks
- Experience project managing budgets, programme, resource, communication and risks
- Conscientious, organised, thorough and highly detail minded in order to provide quality assurance of project outputs before submission
- Energetic, positive and persuasive; a credible senior who is influential and inspiring in client meetings and business development opportunities
- Experience working alongside architects and industrial designers would be advantageous
- Fluent in English verbal and written, other languages an advantage

### Apply:

- Please apply with your CV and portfolio of work to [jobs@maynard-design.com](mailto:jobs@maynard-design.com), with the subject line 'Senior Graphic Design Role: London'
- Detailed role description and salary to be determined dependent on years' experience