

Senior Designer/Illustrator

Who's There Group

The Who's There Group is looking for a creative, organized, and collaborative Senior Designer/Illustrator to work on product design and illustration for our powerhouse consumer brands: Emily McDowell & Friends (EMF) and Knock Knock (KK).

At the Who's There Group, we're entrepreneurs who've gotten it DONE (and are still getting it done). We create witty, design-driven gifts, cards, and books, along with anything else that might strike our fancy. About 35 of us do everything from concepting, writing, and designing our products to overseeing the all-important logistical dynamics of manufacturing, sales, marketing, and distribution.

What You'd Be Doing:

- Lead designer on a selection of products each season, working on both EMF and KK. Conceptualize and design products, working with lead editor from start to finish. Take ownership and responsibility for making them the best they can be—effective and saleable. Think about point-of-purchase effectiveness and needs for context-specific communication (i.e., packaging).
- Lead in-house illustrator for EMF brand, with particular emphasis on hand-lettering and typography. In the EMF illustration style, illustrate products, packaging, and marketing materials.
- Understand and be highly versed in both the KK and EMF brands, understanding the voice, guidelines, and missions for each, so as to be able assess both.
- Quality checker for all product under your lead—be unable to ignore and keep from responding to quality problems in designs and objects under your purview. Design, physical object, functionality (proofs, galleys, samples, dummies).
- The design of products, cards, and gifts is a key part of what you'll be doing, but equally important is packaging and labels, point-of-purchase considerations. Packaging sells product and can be smart, beautiful, and effective, and thus needs to be addressed with equal design energy, intelligence, and enthusiasm.
- Ask questions re: effectiveness, on-brand, hierarchy. Get feedback (from creative director, editor, others), evaluate, adjust, evaluate, improve.
- Hold your colleagues and yourself accountable for effectiveness of design and content in a department that shares their work with each other.
- Take ownership for your responsibility to keep product development on schedule.
- Hire and work with freelance illustrators and designers as needed.
- Work with production team, helping to determine what components of the work can go directly to production, with an eye to shifting production work away from design.

- Keep creative directors abreast of any key issues, larger problems that may need to be solved.
- Stay tuned in to the design world. Be curious. Stay refreshed.
- Be unable to help yourself from coming up with and sharing thoughtful and crazy ideas for new products.

Characteristics You'll Embody While Doing It:

- Highly creative and conceptual—concept drives design.
- Believe in ideas and thinking and sketching as the starting point for all good design—not the computer.
- Energetic and tenacious.
- Striver for top-notch quality.
- Good judgment—know when to ask for help, collaboration, alternate inspiration.
- Problem-solver.
- Listener. Able to take feedback with an open mind, without personal concern.
- Curious. Keeps eyes and mind creatively refreshed. Visual researcher.
- Love for book design and gift and stationery product.
- Appreciation for effective, innovative design, and curious about what makes something effective and innovative—not just the what, but the how.
- Confident yet humble, with a sense vision as well as a desire to learn at every turn. Defend designs that you think are effective and strong, but be grateful for others' input and feedback that make all our products better.
- Understand that we are in the business of making products that sell, products that pay all our salaries. When products sell, we get to go on doing more of what we do. We get to be creative with a really wide latitude for innovation, experimentation, and aesthetics. How awesome is that? But at the foundation of it has to be the understanding that we are designing for the brands. It's not about whether you like it, or we like it, it's about whether it works—and that's not personal.
- Strong passion for the Knock Knock and Emily McDowell & Friends brands

If you're interested, please peruse our social channels and our websites at knockknockstuff.com and emilymcdowell.com. Send your cover letter (mandatory! why do YOU want to work with US specifically?) and resumé to jobs@whosthere.com with subject line **DESIGNER/ILLUSTRATOR**. We offer competitive compensation and benefits. EOE. No phone calls, please.