

HI, WE'RE THE WORKHOUSE.

WE'RE A BOUTIQUE DESIGN STUDIO *building* CONSIDERED BRANDS *through* STORYTELLING *and* HUMAN CONNECTION.

We're looking for an astute intermediate designer with strong conceptual design skills to join our studio. We believe that while the world around us is constantly changing, it's our ability to listen, to pay attention, and consider deeply that is at the root of our creativity. Our craft is inspired by conversations, moments in nature, chance encounters and current events that uncover stories no one else is telling. The work we do at our studio is a labour of love – bridging the world of our clients and their audiences. Our team is at the heart of this philosophy, our strength as a creative agency lies with the synergy of our group, and not solely with the talent of an individual. Together, let's weave some magic, going beyond the ordinary and mundane to what otherwise might be invisible and exceptional.

JOB SUMMARY

As an intermediate designer at the Workhouse, you will be tasked with the strategic development and execution of innovative designs across various print and tactical mediums. In collaboration with the creative director, you will drive the visual concepts from initial brainstorm to detailed production. A key aspect of your role is to effectively articulate the rationale behind each design, demonstrating how they are grounded in thoughtful strategy and meaningful substance, to both clients and team members. Your passion for concepts should go beyond just fulfilling the brief; it should extend to innovative ideas that will enhance the overall visual designs, leaving a lasting impression with our clients and partners.

ROLE & RESPONSIBILITIES

- Leads the development of original design concepts to meet business objectives
- Designs versatile concepts that translate effectively across multiple media platforms, from print to digital
- Crafts narratives that enhance brand identity and messaging through thoughtful design storytelling
- Proficient in conducting market research, trend analysis, and competitive reviews
- Masterfully communicates design ideas and concepts, both verbally and visually
- Crafts and presents persuasive pitches, proposals, and presentations to showcase design work
- Ensures consistently high-quality standards across all design outputs
- Actively engages in brainstorming and interactive sessions, focusing on developing visual concepts and strategic design thinking
- Efficiently manages time and navigates design processes to ensure optimal execution of projects
- Expertly applies print production techniques with an emphasis on precision and craftsmanship
- Shares valuable industry insights and best practices, fostering peer growth and team development
- Proactively tackles design challenges, ensuring smooth project progression
- Provides constructive feedback and seamlessly incorporates suggestions to enhance designs
- Works collaboratively with team members, ensuring brand coherence and unified visual storytelling
- Utilizes data visualization skills to present complex information in a clear and visually appealing manner

WORKHOUSE

PERSONAL ATTRIBUTES

- Manages time efficiently, prioritizes tasks, and consistently meets deadlines
- Demonstrates the ability to lead and inspire others, both in formal and informal settings
- Possesses excellent communication skills, effective with both team members and clients
- Enjoys team collaboration and positively contributes to team dynamics
- Innovative thinker with a knack for creative problem-solving
- Self-motivated and capable of achieving results independently, contributing to the greater whole
- Comfortable with and adaptable to new and evolving technologies relevant to the field

EDUCATION / EXPERIENCE

- Proven education, training and certification in graphic design
- 3-5 years of previous professional experience outside of school

TECHNICAL SKILLS

- Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop) and Figma
- Strong graphic design, typography and layout skills
- Basic understanding of UI/UX principles
- Experience in presentation programs like Microsoft Powerpoint & Keynote is a plus

TIMING

Hours of work generally are 9am – 5pm, Monday to Friday. We currently work on a hybrid work model through Slack and weekly dedicated in-person days; Wednesdays and Fridays in our office located in the Distillery District.

CONTACT

info@theworkhouse.ca

OUR MISSION

We are a boutique Toronto-based design firm specializing in branding, design and elevated digital solutions.

OUR VISION

In *our* house, we cultivate *curious leadership* and inspire *creative collaboration*.

WITH A SHARED PASSION FOR OUR MISSION & VISION, OUR CULTURE CODE GUIDES HOW WE ACT AND INTERACT BASED ON FIVE CORE PILLARS:

DEPENDABILITY = We show up

COURAGE = We embrace brave

INTEGRITY = We practice kindness

EXCELLENCE = We desire excellence

TENACITY = We have grit

WORKHOUSE