



Graphic Design Intern* (Student Internship—PAID): Design + Communication, Summer 2022

About the Role

Karp Strategies is seeking a full-time Graphic Design Intern (graduate or undergraduate) for the summer of 2022 with a passion for page layout and typography. This position will support the Karp Strategies' in-house design studio's ongoing business development activities and rebranding efforts. Core tasks will revolve around creating Karp Strategies promotional materials, including consultant resumes and web biographies, pitch deck presentations, and assisting with website updates and social media posts. The graphic Design Intern will also help develop the firm's brand and brand guidelines. Additional tasks include image research, logo drafts, web page design, and layouts for a revised collateral design system. There are intermittent opportunities to execute client facing work including presentations, social media posts, and print flyers.

The internship is a full-time summer position. If the candidate and Karp Strategies wish to continue into the Fall semester, the intern would need to work 20-25 hours/week. We are currently observing our hybrid protocols, which require 1-3 days in our office in the Financial District.

What We Seek

Successful candidates in this role will love a fast-paced work environment with people who love what they do. We are some of the most engaged, passionate people around. A curiosity about urban affairs and an interest in incorporating an equity lens into our work is strongly encouraged.

Responsibilities

- Support production of promotional collateral, including resumes, project fact sheets, and pitch decks.
- Create social media posts, including picking up existing copy and finding supporting stock imagery.
- Maintain the Karp Strategies website, including updating images and descriptions through the WIX website CMS.
- Support creation of social media strategy deck.
- Support development of brand guidelines and design systems.
- Design email blasts with MailChimp.
- Retouch team member images, and crop them for the website.
- Independently solve problems.
- Present to the leadership team and CEO.
- Work in a maturing start-up environment with a close-knit team and our project partners on miscellaneous tasks, big or small, as they arise.
- Assist with the visualization of training materials to document best practices.

Requirements

- Proficiency in Adobe InDesign; this includes an understanding of paragraph styles, soft returns, and keyboard shortcuts.
- Strong Photoshop, Illustrator, and XD skills.
- Knowledge of typography and layout; this includes familiarity with document grid types, optimal leading, line length, and column widths for legibility.
- Two to three years of work experience in print and digital layout design or equivalent school training.
- Ability to follow directions and adhere to procedures such as file naming conventions.
- Familiarity with Trello, Google Drive, and Google Sheets is helpful but not required.
- Fluency in Spanish is helpful but not required.
- Writing proficiency is viewed favorably.
- Enrollment in a graduate or undergraduate program is required.

About Karp Strategies

Karp Strategies is an urban planning strategy consulting firm that builds stronger communities and thriving cities. We partner with our cross-sector clients to identify their unique needs and provide tailored solutions. We take analysis to action to allow our clients to make better decisions and build stronger communities, economies, and cities. We deeply value our holistic analytic methods and maintain strong core values around equity, access, and community engagement when working on planning and development projects.

We work on projects around the country, with projects currently underway or starting across the NYC region and increasingly nationwide. Our team works at the sweet spot where data, people, and place intersect. We strive to understand what drives change in places and how people, businesses, and institutions exist and can thrive within that change. We value and celebrate diversity and inclusion in our team. We share a commitment to social, racial, and economic justice.

Karp Strategies celebrated six years in June 2021. Since inception, we've grown tremendously from one person to a team of 30. Current projects range from economic and community development planning initiatives to stakeholder analysis and engagement, from infrastructure feasibility and resiliency studies to real estate advisory. Karp Strategies is working with many of the industry's most dynamic partner firms and clients on pressing, timely challenges facing the country, region, and our city. As of February 2022, we are observing our hybrid protocols that require staff to be in office 1-3 days. There may be a need for in-person visits or on-the-ground outreach/engagement to facilitate project work, which will follow safety and social distancing protocols.

Application Details

If you are interested, we'd love to hear from you. Please send a professional resume, letter of interest, and digital portfolio to jobs@karpstrategies.com.

We encourage all who are interested to apply. We will be reviewing applications on a rolling basis.

This job description is for an at-will position that is non-exempt under the FLSA. Karp Strategies provides equal employment opportunities to all applicants for employment regardless of their age, race, creed, color, religion, national origin, alienage, citizenship, disability, sex, gender, sexual orientation, marital status, partnership status, military status, predisposing genetic characteristics, domestic violence status, sex offense of stalking victim status, or any other characteristics protected by federal, state or local laws.

**Must be currently enrolled in an undergraduate or graduate program*