

MEMO

To: Professor Ellis

From: Sandra Jarro

Date: Feb 17, 2015

Subject: Job Application Research for Junior Graphic Designer at Quirky

Executive Summary:

This is a job application research for a Junior Graphic Designer at Quirky. As I found this position posted on monster.com I grew more interested on the opportunity they are giving out. I did some research about the company and the position they were offering. I felt attached to the team work opportunity and decided to take the chance and apply for this position. Below are listed what the position is, where it is located, about the company and job, and lastly my preparedness for the position.

Job Listing:

Title: Junior Graphic Designer

Company: Quirky

Location: New York City

The Company:

We are Quirky.

We make invention accessible.

We believe that the best ideas in the world aren't actually in the world--they're locked in people's heads.

We exist to solve that problem.

We're looking for an amazing and passionate Junior Graphic Designer to join our team in NYC.

The Candidate:

We're looking for a Junior Graphic Designer to help create designs that tell the stories of our products and the inventors who create them. We need someone who can push themselves and everyone around them to perform at a higher level. You will be working with a world-class team of graphic designers, industrial designers, photographers, video producers, and brand strategists on dozens of projects

The Job: As our Junior Graphic Designer, you will

- Work with the Creative Director to grow and develop the Quirky brand.

- Create designs that tell the stories of our products and the inventors who create them.
- Be part of a growing movement to make invention accessible.

The Responsibilities:

- Deliver inspiring, provocative, and disruptive results, in short amounts of time, on tasks large and small based on a given brief.
- Work with and inspire a team of graphic designers, photographers, illustrators, web designers, motion graphic designers, and industrial designers.
- Design packaging, retail displays, editorial layouts, event collateral, and studio photo shoots.
- Work and collaborate across multiple teams.

The Qualifications:

- 1+ years of relevant experience in the design field.
- Bachelor's degree in Graphic Design or a related field...or a cool dropout story!
- Must have worked on major brands, and have excellent package design skills.
- Must be able to work on multiple projects at once while hitting aggressive deadlines.
- Must be creative, independent, and able to see a creative project from idea conceptualization through to final execution.
- Must be aware of production techniques and should be able to coordinate with vendors.
- Get excited by producing beautiful and thought-provoking designs.
- Be a quick thinker, and an even faster doer.
- Be innately curious about life and aware of the latest market and media trends, new aesthetics, materials, graphic styles, typography, and most importantly, solving problems.
- Must take pride in doing awesome work.
- An entrepreneurial spirit.
- Stellar written and verbal communication skills.
- Action and detail oriented.
- Passion for what we are building at Quirky.

Link:<http://job-openings.monster.com/monster/d5a3cd72-c3d9-4159-b3b4-4aa9215072f6?mescoid=2700410001001&jobPosition=7>

Company Background:

Quirky, located in New York City, is an invention based company. The company believes that “The best ideas in the world aren’t actually in the world--they’re locked in people’s heads”. The company founded in 2009 by Ben Kaufman allows inventors to submit their ideas while assisting them in the development process. Each week the company receives over 2,000 invention ideas from the community, yet about three or four inventions are approved and developed. Quirky has partnered themselves with many companies such as Target, Bed Bath & Beyond, Best Buy, etc therefore shipping about three new developed products to these stores. Quirky owns their own website for users to purchase newly invented products.

Description of Position:

The Quirky team is looking for a very passionate hard working Junior Graphic designer to join their team in NYC. The candidate should help create designs of the products invented by new inventors in the community. Candidate will be working with the graphic designers, industrial designers, photographers, video producers, and brand strategists on many projects to perform high quality products. As a graphic designer you will work with the Creative Director to develop the Quirky brand. In order to become a successful designer the candidate should know and be well involved in packaging, retail displays, editorial layouts, event collateral, and studio photo shoots. Skills such as packaging, designing, creating, and most important verbal and communication skills are a must in this field.

My Preparedness for this Position:

My work and study during college has prepared me for this position. I have been taking classes such as Graphic Communication Design, Vector and Raster, Adobe Suite CS4 through CS6 programs such as InDesign, Photoshop and Illustrator, Introduction to Photography, etc. I have worked together with a fashion designer creating graphic images of new clothing being produced. Throughout my college years I have worked in class projects creating logos, cover letters samples, magazine cover pages, etc. In my work experience career I have not yet worked in Graphic Design position before but I have a major knowledge of what is needed to work in that field. I have good communication skills due to my past job experience working as an Interviewer, Hostesses and Associate in Retail.