Membership Puzzle Project is seeking a part-time web designer to help create a membership handbook.

For almost three years, the Membership Puzzle Project has studied how membership models in news work. We’ve kept track of member-funded news sites as they emerge around the world. We’ve studied their problems and their potential. We’ve funded 23 experiments around the world that explore the boundaries of ways and places in which membership in news could work.

As we prepare for our planned project sunset in fall 2020, we are focused on how to make our practical learnings widely available beyond the lifetime of the project.

One of the ways we plan to do that is by creating a membership handbook. Whether someone is the CEO of a legacy news company or a founder of a local news startup, we’re creating a customizable library of tools and resources that addresses their needs at various stages of their membership journey. You can see our guiding questions here.

We are now seeking a contract web designer to help build our customizable membership handbook.

In this role, you will:

- Conceive, wireframe, and design new web pages, sections, and modules for the handbook
- Ensure that design concepts are optimized for our target audience
- Ensure the handbook is aligned with Membership Puzzle Project brand guidelines and standards
- Collaborate with Membership Puzzle Project’s product manager, developer, and research team to understand strategy, gather feedback, and incorporate revisions
- Participate in quality and usability testing at various points in the handbook’s development

Qualifications:

- 3-5 years experience in interaction and web design
- Expert proficiency with Sketch, Figma, and Adobe XD (or similar)
- Skilled in CSS, HTML, Javascript, JQuery, and graphic design
- Familiarity with designing custom Wordpress themes
- Ability to meet deadlines in a collaborative, remote environment, and iterate and ship ideas quickly
Membership Puzzle Project is a public research project. In that spirit, we strive to make our learnings approachable, actionable, and widely accessible. The following pieces offer examples of how we have approached that goal:

- **Case study: How “members getting members” brought Zetland to sustainability**
- **Loyalty is membership’s North Star. Here’s how news sites and advocacy groups measure it**
- **How newsrooms can begin making data-informed membership decisions**
- **Hack our user research materials**

Need-to-know:

- This project will begin on June 10, 2020 and end upon completion. The handbook will be launched in mid-August.
- The project rate/monthly stipend is commensurate with experience. Applicants are encouraged to share desired rates.
- The contract designer will report to product manager Yvonne Leow, and work alongside Membership Puzzle Project fund director Ariel Zirulnick.
- This position is fully remote.
- You must be authorized to work in the U.S.

Sound like you?

Please send Ariel Zirulnick (ariel@membershippuzzle.org) the following materials by June 3:

- Brief personal introduction and explanation of why this project interests you, no more than 400 words (PDF, Google Doc, or .docx)
- Up to three examples of relevant web design work along with a brief description of your role and contribution (Can be attachments or URLs)
- Link to web design portfolio and one recent professional reference
- Resumé (PDF/LinkedIn URL)

You will hear back from us by June 5, at which point you will be notified whether you will be invited to go forward with the interview process.

*This handbook project is supported by the [Google News Initiative](https://newsinitiative.org) and the [Lenfest Institute for Journalism](https://lenfestinstitute.org).*