



Web Designer + Builder

COMPANY LOCATION:
Minneapolis, MN

EMPLOYMENT TYPE:
Full-Time

WORK LOCATION + HOURS:
Open Book's hybrid work model prioritizes staff working in our Minneapolis office at least 3 days/week.

ABOUT OPEN BOOK:

Open Book Communications is a Minneapolis-based team of doers, thinkers, and makers serving clients globally with communications and creative leadership. We exist to see people uniquely and serve them generously by cracking the code of how to show and tell an organization's core story and invite people into it. We partner with leaders driven by strong convictions and a vision for positive change who are wrestling with how to get their organizations to the next level. Our team culture is grounded by five core values: 1) drive toward remarkable outcomes, 2) big heart, no ego, 3) invite the challenge, 4) say it, do it, learn from it, 5) help others succeed.

ABOUT THE ROLE:

We're looking for a Web Designer + Builder who is curious, adaptable, and eager to keep learning.

This role blends web design, digital production, systems thinking, and emerging AI-enabled workflows. The balance will vary week by week, but at its core this is a role for someone who thinks of themselves as both a designer and a builder—someone who brings creative judgment, visual taste, and problem-solving into the act of making.

This person will help shape websites, components, and digital experiences that are thoughtful, effective, and well-crafted. They should be able to make smart design decisions while they work—not just execute what has already been decided. The right candidate will be comfortable working within established systems, while also helping define and improve those systems over time.

The digital landscape keeps changing, and so do the tools we use. This role includes building in established platforms like Webflow and WordPress while also helping us push forward AI-enabled workflows and new ways of making. We are not just experimenting at the edges—we are actively learning how these tools can expand the way we design, build, and deliver digital work.

We care less about someone checking every box and more about how they think, learn, and respond when things change. We're looking for someone who can grow with the work, support a range of client needs, and help strengthen both the final output and the process behind it.

Reports to Art Director + Project Lead. Collaborates closely with our other Project Leads and creative team.

WHAT YOU'LL ACHIEVE:

- Help shape digital experiences that are clear, thoughtful, and well-crafted
- Bring design judgment into the build process rather than simply executing predetermined directions
- Strengthen Open Book's ability to create web work that is both strategically grounded and beautifully made
- Contribute to repeatable systems, components, and workflows that improve future work
- Help move our web practice forward across both established platforms and new AI-enabled ways of working



WHAT YOU'LL DO:

Design Digital Experiences

- Design and build websites, landing pages, and digital components
- Make thoughtful decisions about layout, hierarchy, typography, interaction, and flow
- Translate brand, messaging, and strategic direction into compelling digital experiences
- Shape the quality and feel of the work in the browser, not just in static mockups

Build and Maintain Systems

- Work within and extend design systems across client projects
- Create reusable components, templates, and patterns that support future work
- Improve consistency, efficiency, and quality across builds
- Help keep digital systems organized, scalable, and useful over time

Work Across Platforms and Tools

- Build in established platforms like Webflow and WordPress
- Adapt to different technical setups, project needs, and client contexts
- Help refine and expand AI-enabled workflows for design and production
- Contribute to practical new ways of making as tools and processes evolve

Collaborate and Support the Work

- Collaborate with Project Leads and creative teammates across strategy, writing, design, and delivery
- Respond well to feedback and use it to improve the work
- Communicate clearly about progress, questions, and constraints
- Support a range of client needs with flexibility, maturity, and good judgment

WHAT WE'RE LOOKING FOR:

- 5+ years of professional experience in design, branding, or creative leadership, with a portfolio that demonstrates strategic thinking and refined visual judgment
- The ability to translate complex ideas into clear creative direction—and communicate that direction confidently to clients and teams
- Fluency in typography, layout, and visual systems across print and digital environments
- Experience mentoring or guiding other designers and writers (beneficial but not required)
- A growth mindset; someone who embraces continual improvement and a “how might we?” posture
- Experience working in or alongside nonprofits, schools, or faith-based organizations is a plus
- An authentic service mindset; the right person is someone who delights in serving people—not for points or credit, but so clients feel uniquely seen and supported, and their goals are met

Above all, we're looking for someone who brings together deep care and creative conviction. You're motivated by helping people and organizations succeed—but you also have the hunger, taste, and determination to make ambitious ideas real.

To apply, please submit a cover letter, your resume, and a portfolio link that shows your systems thinking, and links to sites you've built and launched to openings@teamopenbook.com.