



## **Loisaida Inc. Center**

710 E 9th St, New York, NY 10009

(646) 726-4715

### **Industry**

Non-profit Organization

### **Employment Type**

Independent Contractor/Consultant

### **Salary**

\$19-20/hr

### **No. of hours per week:**

TBD

### **Job Functions**

Junior Graphic Designer

### **About the Job**

The Loisaida Inc. Center is looking for a Junior graphic designer to join our lead developer and assist with creating graphic design assets for our various programs. The Junior Graphic Designer will work closely with Loisaida Inc. Center's Creative Technologist to design a secure, visually appealing and concise digital space that is easy to navigate for our target audience.

As the Graphic Designer at Loisaida Inc. Center, you will be responsible for designing and deploying our official website and its content. Your role will directly impact how our brand is perceived by our target audiences and will help generate traffic and drive demand.

The ideal candidate for this position will have a strong sense of design to create engaging content.. This position requires someone that is always thinking of your audience and how they will engage with your messaging and designs .

### **Who are we**

Loisaida, Inc. stands firm on its original mission—Address the serious economic and social disenfranchisement of poor and low income Latino residents, with employment and training opportunities, comprehensive youth development initiatives, as well as neighborhood revitalization activities that positively highlight the rich culture, heritage, and contribution of the Puerto Rican and Latin American community in this City—while offering programming that meets the demands of the times and the neighborhood's changing demographic. In its new home at 710 East 9th Street, Loisaida builds a connection between community, learners, artists and scholars through affordable education opportunities in cultural fields, S.T.E.A.M. (Science, Technology, Engineering, Arts and Mathematics) design and everyday life. Our approach celebrates the urban surroundings, grassroots invention and immigrant spirit of the Loisaida neighborhood in its dedication to celebrate Latino cultural vitality and their contributions to NYC.



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Its new multi-purpose space, The Loisaida Center, aims to become an incubator for self-sustainable artisanal technology, and culinary arts entrepreneurial initiatives.

### Minimum qualifications

- + Pursuing a Bachelor's Degree in Graphic Design, Communications, Media or related field; Recent graduate or 3 years of experience working on the field.
- + Experience in Adobe Creative Suite (Photoshop and Illustrator).
- + A strong attention to detail.
- + Ability to work with pre-existing assets to match look and feel for new features, as well as create new assets and design concepts from scratch.
- + Excellent verbal communication skills--has the ability to convey information verbally to fellow team members.
- + Stability under pressure--reacts well to change and stays positive despite setbacks.
- + Able to work as part of a team.
- + Proficiency in Spanish a plus.
- + Familiarity with both PC and MacOS platforms and software.
- + Experience understanding trends and best practices for online campaigning, and best practices for communicating via email, Facebook and Twitter.
- + Flexibility to shift focus and priorities, comfortable with ambiguity.
- + Demonstrable graphic design skills with a strong portfolio.
- + Identify needs for digital content, including videos and graphics, and written content for Loisaida Inc.'s websites, and work to have them produced in line with agreed strategies.
- + Strong interpersonal skills and an ability to work collaboratively with others including cross departmentally as part of a team.

### Responsibilities

- + Create Graphic Design assets for our various programs
- + Assist program coordinators with communication and publishing strategy
- + Use current branding to think creatively about new design assets
- + Create design concepts for websites.

Please send your resume and portfolio to [dylan@loisaida.org](mailto:dylan@loisaida.org)