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**Job Description: Design Strategist**

**Project Summary**

The AIGA Minnesota Design for Good initiative has partnered with the Humphrey Graduate School of Public Affairs to connect policy students to design professionals, with the goal of promoting a deeper and more innovative approach to problem solving for the public good. The design strategist, a design assistant and a Humphrey student will be working with CAPI, a community-based direct human services provider of anti-poverty programs for refugees and immigrants. CAPI has reached out to the Humphrey and AIGA to help them consider how they might leverage one of their programs—the food shelf—to have a broader impact on the lives of the clients who use this resource.

The ideal candidate has a passion for applying her/his design skills to problem solving in the public interest. He/she is also aware of the mutual learnings that come out of internship programs. We seek someone who is empathic, curious, highly collaborative and open to exploring innovative ideas that may go beyond visual solutions.

**The strategist** will coach the Humphrey intern and design assistant through the design thinking process. The intern will bring his/her research and issue analysis skills to bear on this project, and the design assistant will be tapped for a creative and innovative approach to problem-solving.

In helping CAPI expand the capacity to serve its clients, we plan to demonstrate the value of involving designers both early and deeply in the problem solving process. Implementation is key: this project will be deemed a success if the proposed solution is feasible, and ready for implementation.

**Project oversight**

Because this work is part of a pilot project, the AIGA Minnesota Design for Good leadership will meet periodically throughout the summer with the project team to discuss process and strategy.

Volunteers will document the process with photography, videography and personal interviews; this will become part of a media strategy to highlight design facilitation skills and build a constituency within AIGA for social impact design opportunities.

**Key activities**

Serve as lead strategist, working with the Humphrey intern and design assistant through each stage of the design thinking process: from designing and implementing research to generating, prototyping and testing creative solutions:

* Hold discussions with CAPI staff to understand mission of their organization, and how they are currently addressing the needs of their clients
* Work with staff in identifying research participants
* Work on the design and implementation of the research: Research will be primarily qualitative (interviews, focus groups, participant observation, document review), and principally focused on the organization’s clients. Additional fact-finding will involve interviewing subject matter experts. Some secondary research will also be required.
* Facilitate one or more design thinking problem-solving workshops. Workshops may include CAPI staff, other subject matter experts and CAPI program participants.
* Develop, test and refine the ideas generated in the workshop. Validate ideas with CAPI staff and provide an implementation plan.

**Required**

* Design professional with 10+ years of experience
* Design thinking facilitation training, or equivalent experience. This implies keen knowledge of design thinking process—from research through implementation—and the associated methods; which methods to use and how to direct them within the various stages of the process.
* AIGA member, or commitment to join the organization if selected to work on project.

**Preferred**

Experience in working with immigrant and refugee communities

**Skills**

* Strong organizational/project management skills
* Cross-disciplinary facilitation
* Active listening
* Ability to drive expansive thinking as well as focused solutions
* Systems thinking
* Ability to interact effectively with people of different cultures and socio-economic backgrounds

**Duration**

Tentative start date is June 17

Compensation: Commensurate with experience

Project requires approximately 50 hours work over ten weeks (or more)

A large portion of the work will involve working with the project team during business hours

**To apply**

Submit resume as well as well as cover letter that describes your qualifications specific to this project. Include information on experience you have with design thinking processes and associated methodologies.

Submit applications and/or questions about the project and application process to

designforgood@aigaminnesota.org

**Application deadline is May 31**