



Web Designer & Developer

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 nationwide with communications and creative leadership. Our focus is creating storytelling that changes lives and organizations through work that cracks the code of how to show and tell an organization's core story in compounding ways. We specialize in partnering 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 & Developer** who can translate strategic storytelling and visual direction into exceptional digital experiences. You'll work with our creative team—project leads, designers, and writers—to design and build primarily Webflow and occasional WordPress sites that are both beautiful and functional, carrying forward the voice and vision of our clients' stories. **You'll also serve clients with timely, proactive support—staying ahead of issues, communicating clearly, and running point so they know the work is in steady hands.**

You'll build new sites and refine existing ones, bringing a mix of design sensibility, technical skill, and creative curiosity. You move fluidly between design and development—you see the visual craft and the underlying system that makes it work—and you can explain the "why" behind choices in plain language.

This role reports to the Art Director + Project Lead and collaborates closely with project leads, creative team, and creative operations.

JOB RESPONSIBILITIES:

Consult with Clients

- Run point with timely, proactive support so clients know the work is in steady hands.
- Educate clients on the "why" behind choices and connect recommendations to outcomes.
- Surface constraints, risks, or blockers early to keep delivery predictable.
- Partner with project leads to estimate scope, timelines, and level of effort.

Demonstrate Technical Mastery

- Design and build high-quality, fully responsive sites in Webflow from Figma, templates, or design-system files.
- Build, update, and maintain WordPress sites (content updates, layout adjustments, light troubleshooting).
- Create clean, organized class systems and client-friendly Webflow CMS structures; maintain logical content models in Webflow and WordPress.
- Integrate light custom code (HTML, CSS, JavaScript/jQuery) to extend functionality and animation.
- Optimize for performance, accessibility, SEO, and long-term maintainability.



- Keep work labeled, organized, and documented so others can step in after handoff without guesswork.

Create and Collaborate

- Translate creative direction and story into digital experiences that feel intentional and on-brand.
- Refine layouts, motion, and interactions to elevate storytelling.
- Push ideas further—explore variations, propose creative solutions, and collaborate to refine direction (not just execute handoffs).
- Contribute technical and creative input during concept and pre-build stages.
- Collaborate in shared tools (Monday, Figma, Notion, Google Docs) to keep work visible and moving.

Ensure Deliverable Quality

- Implement design solutions that are clear, accessible, and consistent across breakpoints.
- Bring high attention to typography, spacing, visual rhythm, and clarity; balance story, function, and UX.
- Run thorough QA across devices and major browsers to ensure stable launches.
- Document build decisions and structures for clean client handoff and internal reuse.
- Follow Open Book's web process from planning and scope → build → QA → launch—and help us keep it lightweight, clear, and repeatable.

Client Satisfaction

- Provide timely answers and troubleshooting across Webflow/WordPress questions.
- Connect design, messaging, and interaction so the story carries through the full site experience.
- Communicate clearly, set expectations, and close the loop—owning outcomes from start to finish.
- Support digital campaign needs with light email design/layout (Mailchimp, Constant Contact, Pardot or similar).

REQUIRED SKILLS & QUALIFICATIONS:

- 3+ years of experience designing and developing websites using Webflow (agency or freelance experience preferred).
- Experience building, updating, and supporting WordPress sites.
- Strong understanding of responsive design, UX/UI principles, and CMS architecture.
- Proficiency in front-end development (HTML, CSS, JavaScript).
- Ability to translate design concepts into functional, elegant, and accessible websites.
- High attention to detail and pride in craft—clean builds, clean classes, clean handoff.
- Strong organization and version control habits; able to keep multiple projects moving without dropping detail.
- Clear, proactive communicator who can articulate decisions and document them.
- Passion for storytelling through digital design.

PREFERRED SKILLS & QUALIFICATIONS:

- Familiarity with motion and animation frameworks (GSAP, Finsweet Attributes, Lottie).
- Understanding of SEO, page speed optimization, and accessibility best practices.
- Experience in design tools (Figma, Adobe XD, Illustrator).
- Experience collaborating on brand and storytelling-focused creative work.
- Prior agency experience or working with mission-driven clients.

To apply, please submit your resume and a portfolio link to openings@teamopenbook.com.