

NEW YORK TRANSIT MUSEUM

RFP: Graphic Designer

(Project-Based, Contract with Potential for Ongoing Work)

COMPANY DESCRIPTION

Founded in 1976, the New York Transit Museum explores the impact of mass public transportation on the region's development, culture, and identity. As stewards and champions of New York's mass transportation history, the Museum connects people, sparks curiosity, and inspires important conversation around the past, present, and future of cities and transportation through dynamic, accessible, and inclusive exhibits and programs related to science, technology, the arts, and the humanities.

OVERVIEW

Friends of the New York Transit Museum seeks an experienced **Graphic Designer** for a project-based contract supporting key initiatives across the Marketing, Operations, and Development departments in early 2026.

The selected designer will complete an initial series of 2-3 core assignments as a paid project supporting major public-facing campaigns and event-related initiatives during the Museum's 50th anniversary year.

Successful collaboration may lead to an ongoing contract relationship supporting future campaigns, institutional materials, exhibitions, retail, and development initiatives.

SCOPE OF WORK

The initial engagement includes a coordinated suite of print and digital collateral serving multiple audiences. Projects will include evergreen institutional collateral and support for anniversary initiatives, events, and member communications.

Deliverables may include:

- Postcards, rack cards, and folded brochures
- Email graphics and adaptable digital assets
- On-site signage and wayfinding
- Event schedules and handouts
- Small-format printed collateral
- Graphics and artwork for retail product development

The goal is to maintain strong visual cohesion across departments while tailoring design approaches to distinct audience segments including members, donors, families, and general visitors.

RESPONSIBILITIES

The selected designer will:

- Develop creative concepts aligned with established brand guidelines
- Apply cohesive typography, color, and layout systems across formats
- Translate campaign objectives into clear, effective visual communication
- Prepare print-ready and digital production files
- Collaborate with internal stakeholders across multiple departments
- Manage revisions efficiently and maintain project timelines

- Design with accessibility and clarity in mind

QUALIFICATIONS

We are seeking a designer with:

- Degree (or equivalent experience) in Graphic Design or a related field.
- Minimum **3-5 years** of high-quality graphic design experience, ideally in a museum, gallery, or other mission-driven cultural organization.
- Portfolio demonstrating excellence in typography, layouts, image editing, infographics/diagrams, and multi-media design.
- Demonstrable proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop). Familiarity with motion digital tools (e.g., After Effects) is preferred.
- Understanding of print production and digital publishing best practice.
- Excellent visual, typographic and craft sensibility with a clear affinity to design, detail, and refined aesthetic.
- Collaborative and resourceful mindset, with the ability to translate feedback from other designers, specialists, and stakeholders into clear visual solutions.
- Strong organizational and communication skills, and the ability to work confidently under minimal supervision yet within a team.

TIMELINE

Projects will begin upon selection, with deliverables scheduled between early March and May 2026.

PROPOSAL REQUIREMENTS

Interested candidates should submit:

- Resume
- Cover letter outlining relevant experience and approach
- Portfolio (PDF file preferred) showcasing relevant print and digital campaign work
- Optional but encouraged: brief description of experience working with nonprofits, museums, or anniversary/brand milestone campaigns.

ENGAGEMENT TERMS

This is a contract position employed by the Museum's non-profit affiliate, Friends of the New York Transit Museum. Compensation will be structured as a project-based fee for the initial engagement.

There is potential for this relationship to evolve into a longer-term ongoing contract arrangement based on performance and institutional needs.

SUBMISSION INSTRUCTIONS

Please submit materials to chelsea.newburg@nyct.com by March 2.

Due to the high volume of submissions, only candidates selected for interviews will be contacted. No calls, please.