

NEW YORK TRANSIT MUSEUM

RFP: Graphic Designer *(Project-Based)*

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 a key museum education program Ready to Ride in late 2026 and early 2027.

The selected designer will complete the design of a virtual PowerPoint presentation of the program Ready to Ride, the museum's specialized program for teens and young adults with developmental/learning disabilities or autism who are interested in traveling more independently by subway. The virtual program will include information and images which will be provided to the designer and will be approximately 20 slides in length and include two rounds of revisions and feedback.

Successful collaboration will include an understanding of graphic design for educational purposes and a strong sense of accessible design best practices.

SCOPE OF WORK

The engagement includes planning meetings to understand the program and its objectives, the creation of a virtual hour-long designed PowerPoint presentation with photos, embedded video, and basic PowerPoint animation based on content, videos, and images provided to the designer. The project will be collaborative with key stakeholders from the museum's Education department and some oversight on branding from the Marketing department.

RESPONSIBILITIES

The selected designer will:

- Develop creative concepts aligned with established brand guidelines and accessibility guidelines.
- Apply cohesive typography, color, and layout systems across formats
- Translate provided information and learning objectives into clear, effective visual communication
- Prepare a virtual program using PPT with embedded images, animations, and videos. Content will be provided but the designer will be asked for feedback on creating effective visual communication of that content.
- Collaborate with internal stakeholders in the Education department.
- Manage revisions efficiently and maintain project timelines

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) and PowerPoint. Familiarity with motion digital tools (e.g., After Effects) is preferred.
- Interest in design for educational purposes.
- Collaborative and resourceful mindset, with the ability to translate feedback into clear visual solutions.
- Strong organizational and communication skills, and the ability to work confidently under minimal supervision yet within a team.
- Strong understanding of accessible design.

TIMELINE

Project will begin upon selection, with deliverables scheduled for March 1, 2027.

FEE

This project has a budget of \$2,000 for the designer inclusive of all 3 virtual meetings and 2 rounds of revisions.

PROPOSAL REQUIREMENTS

Interested candidates should submit:

- Resume
- Cover letter outlining relevant experience and approach
- Portfolio (PDF file preferred) showcasing relevant work
- Optional but encouraged: brief description of experience working with nonprofits, museums or other educational institutions.

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.

SUBMISSION INSTRUCTIONS

Please submit materials to access@nytransitmuseum.org with the subject line Graphic Designer by November 15, 2026.

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