



# DESIGN INTERNSHIP

## THE CRISIS

We are in the midst of an unprecedented narrative battle over the public’s basic intuitions about crime and punishment, and what it will take to achieve public health and safety. Yet for decades, lawmakers and the media have listened to police and prosecutors,

overlooking the perspective, voice, and expertise of those closest to mass criminalization. As a result, misinformation spreads, fear wins out over reason, and the status quo prevails. Zealous aims to right this historic imbalance.

## OUR MISSION

Zealous is a national advocacy and education initiative dedicated to challenging and transforming unjust legal systems through media, storytelling, and the arts. Zealous trains and supports local coalitions of advocates, public defenders, artists, and

the people and communities directly impacted by the legal system in their pursuit of justice. **The ultimate goal:** To achieve enduring policy change to end mass criminalization.

### CURRICULUM:

Zealous designs and implements trainings, law school courses, and toolkits on media, storytelling, communications, and policy advocacy for public defenders and future social justice leaders.

### CAMPAIGNS:

Zealous supports local partners to develop cutting-edge social justice advocacy campaigns that harness technology, arts, media, and firsthand storytelling strategies.

## THE WORK

### MEDIA SUPPORT:

Zealous builds relationships between journalists and public defenders, social justice advocates, and directly-impacted people to ensure their perspectives and insights influence media coverage of legal issues. We help pitch stories, find sources, influence reporting, and draft commentaries.

## THE IMPACT

In just the last two years, Zealous **has trained** over 1,000 public defenders and reached hundreds of **law students** with our original curriculum and programs, supported local partners in the launch of over a dozen **cutting edge, story-driven media advocacy campaigns**, and driven **reporting** and **commentaries** on **crime** and **policy** by connecting journalists to local sources that are often overlooked. Our partners include defender offices and the communities they

serve, artists and storytellers, technologists and coders, organizers, journalists, arts and civil rights organizations, and academic institutions. The issues we have worked on include pretrial detention in Chicago and Texas, to solitary confinement in Michigan, non-unanimous juries in Oregon, court accountability in Prince George’s County Maryland, and fines and fees in Louisiana.

## THE POSITION

Zealous is looking to add stunningly creative and highly motivated design interns with hands-on art and design education and/or experience. You have the skills of working on brand identity and UX design projects, have typographic knowledge and skills of application, a passion for the actual user experience and journey, and the ability to help with Zealous design projects to the best of your ability.

These projects will include design and production of first hand storytelling based national campaigns on hyperlocal issues, expansion of digital archives, **Shedding Light** and **Silenced**, and experience design for unique galvanizing summits around the country uniting public defenders, organizers, artists and people with direct experience to shift the narrative around crime and our unhealthy, unhelpful carceral responses to it. As an intern, you’ll be assisting the Design and Experiences Manager who would collaborate with you and mentor you through the entire visual design and strategic thinking process. This internship will also provide the opportunity to learn about how design can serve as a powerful medium for advocacy on justice issues.

Zealous is at an exciting time of growth and expansion. For the next half a year, we will conceptualize, facilitate, develop, and launch multiple social justice campaigns and physical experience design initiatives. These projects will help foster community engagement, critical conversations and, transformative change.



**ESSENTIAL  
DUTIES**

**USER EXPERIENCE:**

Collaborate with Design and Experiences Manager to develop sitemaps, wire-frames and visual design for campaign websites and interactive storytelling pieces. Understand and employ UX/UI best practices.

**BRAND IDENTITY:**

Understand the social causes and translate developed initial brand concepts to multiple applications, and build comprehensive deliverables like presentations, educational materials, posters, flyers, etc. creatively applying color story, typography, photography, and messaging.

**STRATEGY & FACILITATION:**

Be an encouraging participant and/or organizer when necessary in co-design workshops to brainstorm relevant content creation and organization, wire-frames and visual identity design and internal strategic goal setting sessions.

**MENTEESHIP:**

You should be able to take constructive criticism from the Design and Experiences Manager, and/or other partners, on organizational strategies and design processes, technical details, internal communication, and presentation skills. You're also excited about working at the axis of justice and design/art, and are curious about learning new ways of leveraging design of complex issues into accessible formats and amplifying the voices of those often left unheard.

**KNOWLEDGE  
AND SKILLS**

Recent graduate or an ongoing undergraduate or graduate degree in Graphic Design, Social Design, UX design, Architecture, or related field. You may also apply if you've pursued these interests through continuing education or any other informal courses.

You are committed to learning and applying your skills to amplifying the mission and goals of purpose-driven organizations building a more equitable world.

You are fluent in the design process/systems and can defend design thinking with concept and research.

You are detail-oriented and have the ability to co-design and make and articulate design decisions along with the Design and Experiences Manager, and be able to take responsibility for technical aspects of presentations.

You are on top of design trends and can thoughtfully weave innovative ideas into the process.

You are interested in the process of co-design — designing with, not for end-users.

You are eager to learn about the world of UX/UI best practices and design and web accessibility.

**TECHNICAL  
REQUIREMENTS**

Strong communication skills.

Motivated, multi-disciplinary creator who is excited to share new ideas.

Proficient in Adobe Creative Suite (including Photoshop, InDesign, After Effects and Illustrator).

Beginner knowledge of website prototyping and building tools like Figma, Squarespace/Readymag.

Ability to collaborate with the team using Google Suite, and Slack.

Basic knowledge of web building coding languages like HTML, CSS and Javascript is a plus.



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## ORGANIZATIONAL RELATIONSHIP:

Reports to the Design and Experiences Manager of Zealous. Work in close collaboration with the fellow Design Intern, Design and Experiences Manager and Front End Developer on the project.

## TIMELINE OF PROJECT:

**February '23 to June '23**

You should be open to work 10-12 hours/week.

You should also be flexible in terms of timeline with the understanding that some weeks may be more intensive than others.

## PHYSICAL DEMANDS:

Willingness to work nights and weekends when necessary, and travel occasionally.

## WORK ENVIRONMENT:

May live anywhere in the U.S.

## STIPEND AND BENEFITS:

Competitive Stipend

School Credits, if applicable

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## APPLICATION DEADLINE:

15th January, 2023

To apply, please send the following stating clearly the position you are interested in to [careers@zealo.us](mailto:careers@zealo.us):

A **resume** clearly indicating your skills and interests.

A **portfolio of design work** that notes your design process.

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APPLICATION  
PROCESS