

Be a part of something small!

Are you an imaginative, thoughtful, self-motivated designer who prefers creating real-world experiences over digital work? Someone who understands how ideas translate into experiences on the ground?

We're looking for someone to join our small but mighty team, working on environmental graphics, heritage and landscape interpretation, and visitor experience projects across the UK.

You are a passionate and talented person with a few years of experience working in-house or agency side in a fast-paced studio. Being both conceptually creative and able to develop your projects through to delivery, you should have the confidence to take a brief from concept stage through to production spec and even oversee completion, having the conversations needed with clients, partners and suppliers in order to get there.

You could be working on signage shaping behaviour on the England Coast Path one day, figuring out a low-tech, hands-on interactive for a museum exhibition the next, drawing a map for a nature reserve on another, and drafting a wildlife charity magazine the following day! Certainly no two days are the same in this job but it means we need someone adaptable, curious and with the motivation to keep up.

Knowledge of accessible and inclusive design is a bonus as making our special places welcoming to all is something we're really passionate about.

Experience and/or knowledge of working in heritage interpretation, the public sector and museums and charities is a plus. Take a look at our (woefully out of date) website for an idea of the kind of work we do.

What success looks like

- Confidently taking projects from brief, to concept, to approval and delivery
- Producing engaging, creative and clear design across multiple formats
- Working collaboratively with clients and specialists
- Designing experiences that are accessible, engaging and grounded in place.

If you're looking to downsize for something more meaningful to apply your skills and talent to, we might be a great match.

Working with us

Why we do what we do

The Way Design exists to help people meaningfully experience our most loved natural and cultural heritage destinations. Through thoughtful, real-life design and storytelling, we engage people, inspire understanding, encourage appreciation and bring positive action, making for powerful visitor experiences.

Working collaboratively with some of the UK's most precious places and most loved organisations across the heritage, landscape and environmental sectors to create award-winning experiences and design, we have an enviable client list including national parks and forests, charities and museums to name a few.

We are intentionally small and have no ambition to become a large agency. We choose work where we can make a meaningful difference over pursuing constant growth.

What do we actually do?

Across a range of real-life communications, we respond to briefs around visitor experience and behaviour. That may be through signage and wayfinding strategy, interpretation planning, design and implementation, mapping and illustration, events and marketing campaigns, branding and toolkits, or even temporary and permanent exhibitions.

We work closely with a range of specialist consultants around the country on a variety of projects across printed, manufactured, AV and digital outputs, or even stone carving and metal casting – any way in which people engage with places.

It's always interesting and useful, uses impactful storytelling and solves a problem creatively to connect people to place.

Where do we work?

We are a 100% remote team, looking for our new designer to do the same. There is the option to work hybrid in North Cornwall too.

WFH isn't for everyone. Although we use Slack and other tools to work together, it's not the same as being in a 'proper' studio, so someone who is comfortable working this way is a must. (So long as you have a good connection and can focus, we don't mind if you work from the back of a campervan in Uist!)

Working for these beautiful and often remote places means that some travel is required, so you'll need a driving license where sustainable transport isn't possible. You also need to be a UK resident with the right to work here.

Environmental graphic designer

Salary: £34-40k DOE

Full time (0.8 FTE considered)

UK-based, fully remote or hybrid in North Cornwall

Essentially, you will be:

- An exceptional designer, strong conceptual thinker and creative problem solver
- A confident communicator, able to articulate and defend ideas
- Comfortable leading projects creatively, from concept through to delivery, working with partners, clients and suppliers to get there
- Collaborative by nature
- Self-motivated, organised and able to manage your own workload and projects
- Full of ideas, curious, meticulous, always keen to learn more and improve
- Passionate about using design for good.

Must have

- Graphic design degree or similar
- 4+ years' experience in a competitive agency or fast-paced in-house team
- A great portfolio showcasing your creativity, problem solving and breadth of experience
- Expert Adobe CC skills in InDesign, Photoshop and Illustrator on Mac
- High standards of execution
- Experience of working to existing brand guidelines for large organisations, and also creating them for smaller ones
- Strong typographic, layout and information hierarchy skills
- Full driving licence (required for site visits to remote locations).
- Experience working with various specialists on projects, such as copywriters, illustrators, ecologists, animators, AV specialists, craftspeople...

- Efficient and accurate maintenance of files and records
- Be comfortable using, or learning to use, AI as a tool to improve processes and workflows (not for creative work)
- Willingness to manage own projects and client comms
- A love of nature and the great outdoors!

Nice to have

- Experience designing for places, including wayfinding, exhibitions, interpretation or other physical environments – UX IRL!
- Illustration skills
- Understanding of designing for physical environments, with experience across 2D, 3D or digital experiences such as exhibitions, signage or interactives
- Interpretation design experience
- Knowledge of public, landscape and environment sectors
- Experience of design for museums or heritage spaces
- Good artworking and print knowledge
- Ensuring design is accessible
- Digital design experience.

Benefits

- CPD training across a breadth of subjects, including conferences
- 20 days holiday PLUS birthday off and Christmas week closure
- Membership of wildlife, heritage or landscape organisation / destination
- NEST Pension

To apply

If this sounds like you, or you tick a lot of the boxes, then email india@thewaydesign.co.uk in confidence with:

- A cover email outlining why you should be considered, your proudest work achievement and salary expectations
- Your CV and a PDF of your three best and most relevant portfolio projects showing your creativity
- Finally, tell us about a memorable experience you've had in nature or at a cultural heritage site, and why it stayed with you.

Use AI if it helps your process, but we're interested in your thinking, judgement and voice. Don't delegate that. We read every application ourselves and will disregard AI-heavy, generic submissions.

Deadline for applications:

23:59, 9 August 2026.

Interviews held via Zoom and may be before the deadline for the right applicants.

No agencies, ta.

The Way Design Ltd is committed to being an equal opportunities employer by building an equitable, inclusive and diverse place to work. All qualified applicants will receive consideration for employment. We welcome applications from all, regardless of race, religion, gender, gender identity or expression, sexual orientation, national origins, genetics, disability or age.