Solve Climate Change with Soil

tl;dr

We're looking for a **Senior Product Designer** to help us fight climate change. You should enjoy all aspects of design, from speaking with customers, through UX design, up to measuring the adoption of a feature. You will be our second full-time hire, and therefore we need someone passionate about building a mission-driven company. Remote, North American time zones. Market rate salary (anchored to SF) with generous equity.

About Yard Stick

Yard Stick PBC is a seed-phase startup on a mission to stop climate change.

You may have heard of "regenerative agriculture." This is a collection of farming and ranching practices (such as no-till or crop rotation) with enormous potential to improve soil health, while pulling carbon dioxide out of the atmosphere. However, it is difficult to measure the impact of these practices. Current methods are slow, expensive, and cumbersome. (Think slide-hammer + mailing soil across the country.)

Enter **Yard Stick**. We are developing hardware and software that will be fast, affordable, and easy to use. Growers will be able to confidently answer the question, "Are my practices *actually* helping to draw carbon dioxide out of the air and into the ground?"

This enables two transformative changes. First, climate-minded growers will be able to sell carbon credits, which creates financial upside for earth-helping practices. Second, we will be able to quantify the impact of regenerative farming, so that more energy will be directed towards efforts with demonstrable climate benefits. Wins all around.

Alongside our scientific collaborators, we were recently awarded a $3.6M grant from the DOE ARPA-E Smartfarm program. For more background, check out some recent coverage in TechCrunch.

On a personal note: before co-founding Yard Stick, I (Evan, head of software) spent almost two years trying to answer the question, "How can my experience in delivering SaaS products be applied to the climate crisis?" Here is where I finally found my answer.

About the Role

Good design is vital to the success of our company.

Our product has a diverse audience with widely varying levels of technical expertise. Some folks may just be looking for a single number ("How many tons of carbon were sequestered?"). Others will be looking to closely interrogate our methods and models. ("Was this carbon stock calculated via equivalent mass or equivalent depth?"). We expect that designing a product that serves both audiences will be both challenging and highly rewarding.

As our senior product designer, you will own the entire design lifecycle. We understand this to include user interviews, wireframing, and UI/UX design. You will work with the software & data science team to make sure we've smartly balanced usability with effort to implement. After a feature is launched, you'll be accountable for

knowing how your designs were received. Currently, we have a high-level roadmap stretching into early next year. Design will help to transform that into beautiful, as well as strategically sequenced, deliverables.

This is a senior role. You will set high standards for the company we build together. You should come in with strong opinions of how design should operate, both internally and cross-functionally. You're joining a team of experienced and proven founders. It is not a requirement that you've founded a company before, but we want to see evidence of taking a product from zero to one.

This job description lacks a bulleted list of technologies or design practices. You should arrive with that list, because you are the product design expert.

Prior experience that would indicate success here would include information-dense pages, maps with multiple overlays, or the visual delivery of quantitative information. The mind also turns to analytic dashboards, or possibly bioinformatics.

The ideal candidate is able to both create designs and deliver basic CSS implementations. (We use Tailwind CSS, which makes this pretty straightforward). If this isn't you, but you align with the rest of this job description, please don't let this disqualify you.

Finally, we're still creating our culture. We want someone enthusiastic about the particular challenge of building a great company. You should have ideas on how to build the kind of place where you'd like to work. We are remote (based in Chicago, Oakland, and Cambridge, MA). North American time zones, please. We pay market rate salaries (anchored to SF) along with generous equity.

Our Commitment to Equitable Hiring + Culture

For a small company, walking the walk of equity and diversity starts with hiring: in sourcing, in evaluating candidates, and in making offers. Equitable hiring is a living process, and something we are actively working on. If you have ideas for how to do this right, we'd love to know them, even if you don't want this job.

To Apply
Please email Evan Arnold, Yard Stick Co-Founder and Head of Software, at evan@useyardstick.com. Briefly answer the following Qs, and we'll follow up ASAP:
- Why you're interested in the role
- A line or two about relevant experience
- One or two items from your portfolio (if possible)
- How quickly you could start
- How you heard about this role, if it's not obvious