

Freelance Industrial Designer

Freelance Industrial Designer for The Woobles

Location: Remote (Candidates in CA, CO, FL, MD, NC, NY, UT, or WI are preferred. We cannot consider candidates in the following states: CT, DC, GA, HI, MA, ME, MN, NJ, NM, OR, RI, SC, VT)

Type: Freelance with potential opportunity to convert to Full-Time

[The Woobles](#) is a fun, quirky brand with a lean team. We're looking for an experienced Freelance Industrial Designer with strong mechanical intuition, ingenious solutions, and a love for well-crafted dielines that leads to amazing product development in our fast-paced, remote work environment.

About The Woobles

The Woobles exists to show people it's never too late to learn a new skill. We teach complete beginners how to crochet by combining a physical kit with emerging ed-tech tools.

Our work is meaningful. Many of our customers turn to The Woobles to spark joy in their and their loved ones' lives. Since 2020, we've successfully helped over 1 million people experience *fiero* - the feeling you get when you accomplish something you once thought was impossible.

We're a healthy business. We have no investors and with that, comes freedom. Freedom to make choices that are best for our customers, employees, and business.

We're an unusually small team for our revenue, and we plan on keeping it that way. We're all about getting the job done with as little busy-work and meetings as possible. Our team is fully remote, spanning Wisconsin to China. So while we do a lot of our work asynchronously, we also know how to have a good time virtually anywhere ;)

We're on a rocket ship. We've seen unbelievable growth in our 5 years in business. Every day is a busy day, and the fast pace excites us. We've got ambitious goals to 1) make better products that make a significant impact on how millions of people see themselves, and 2) build a lasting brand that people more than love – that they *obsess* over.

About you

You're an all-around good human being. Life is short, and you want to be around people you like. You're kind, honest, and trustworthy. You want to work every day with positive, direct people who make you and your day better. No big egos allowed.

You value autonomy. You do your best when you're given lots of responsibility and independence. You thrive in ambiguity and enjoy making decisions. Lots of them. When you run into problems, you have the resourcefulness to solve it on your own, and the self-awareness to know when you need help. You're comfortable working remotely.

You care deeply about doing great work. You'll do whatever it takes to get things done. But you don't just settle at that. You're always looking for ways to break your own records the next time around. Your teammates know they can always count on you, just like you can count on them.

You eat feedback for breakfast. You're always looking for ways to improve (yourself, the process, the product, you name it), so you give and take feedback with equal grace.

You've got a sense of humor. Because have you seen what we make? You're an emoji connoisseur and appreciate the art of well-timed GIFs. You want to work somewhere where a sentence like this is 100% relevant: "There's 3 dinos on this one but I think it's OK because one is riding a turtle."

You're thoughtful and detail-oriented. You gather as much context as possible – from business to manufacturing constraints – so you can propose creative, on-point solutions no matter your role!

But also fast. We launch anywhere from 3-10 products a month. You understand that one day's delay can cause much longer than one day's delay in the overall launch process, given that we're manufacturing a physical product with teammates all over the world. You turnaround revisions quickly without compromising quality.

The role

At The Woobles, we don't just design cute plushies; we make the tools, displays, merchandise, and materials that bring our characters to life. You're a material connoisseur who loves dabbling and inventing with a penchant for soft, playful designs. We'll be calling on you to help us bridge the gap between art/ideation and fabrication on a variety of projects and you're ready for whatever we throw at you. You make sure all products launch according to plan by providing extremely detailed spec sheets and QCing samples with a hawk's eye.

You've got lots of experience designing for manufacturing. You live and breathe the product development process – coming up with ideas, creating physical prototypes, designing the product and packaging, spec'ing designs, testing samples, and iterating based on feedback and new constraints as they pop up. You enjoy working closely with manufacturers, designers, and stakeholders to come up with creative solutions.

You've got graphic design chops. You're excited to develop the product assortment and brand identity of a quickly growing, bootstrapped brand. You understand that great design comes from the clever intersection of technicality and creativity.

Required Skills & Qualifications

- Bachelor's degree in Industrial Design, Product Design, or a related field
 - Ability to develop dielines, functional templates, and schematics in a variety of file formats for designers and manufacturing
 - Familiarity with various materials and manufacturing processes, and the ability to suggest appropriate options based on functionality, aesthetics, feasibility, and cost.
 - Portfolio bursting with personality: show us your wildest work!
 - Proficiency in CAD software (SolidWorks, Rhino, Fusion 360) and Adobe Creative Suite.
 - A strong sense of color, form, and tactile experience.
 - Collaborative spirit and great presentation skills.
 - Willingness to experiment, fail fast, and laugh along the way.
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Interested?

Submit your resume, portfolio, the line "I'd love to be a Woobler", and [Loom video](#) (see details below) to jobs@thewoobles.com with the subject line: "APPLICATION: Freelance Industrial Designer".

- **In a Loom video, tell us about your favorite project that you've taken from sketch to finished object.** Bonus points for a hero's journey and overcoming obstacles using problem solving and user-centered design principles along the way!