

# PAPERMADE

NEW YORK, NY

## BUSINESS PROFILE

**Website:** [www.itspapermade.com](http://www.itspapermade.com)

**Size:** 6 full-time employees + freelancers

**Industry:** Graphic Design

**Job Position:** Paper Engineer

**Job Level:** Mid-level

**Salary Range:** \$80k to \$90K

**Tentative Start Date:** August 2017

PAPERMADE

## ABOUT THE COMPANY:

- PaperMade is the brainchild of Daniel Stark. The interactive books are published by powerHouse Books and distributed by Random House worldwide.
- PaperMade books feature characters that are pre-cut and scored which you can easily punch out and fold into shapes, characters and animals. Daniel hopes to get them in the hands of as many kids and adults as possible and is determined to make them available to children living in impoverished nations.
- There are currently six PaperMade titles: *Paper Pups*, *Paper Bots*, *Paper Ninjas*, *Paper Cats*, *Paper Holiday* and soon *Paper Fashion* and *Paper Sweets*.

## AVAILABLE POSITION:

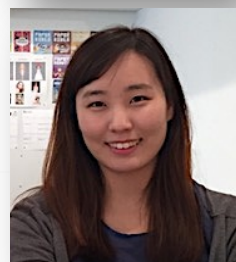
- PaperMade is currently looking for a Paper Engineer. The company is rapidly expanding and they feel this position is essential to their capacity and growth to a greater spectrum of books.
- The Paper Engineer will work with illustrators and the graphic design team. They will also interface with kid testers to ensure that each paper cut-out is appealing and doable. They will be required to visit classrooms and afterschool programs to test their paper toy ideas before any product is produced.
- The Paper Engineer will also be responsible for coming up with pitch concepts to sell businesses on the idea that PaperMade cut-outs can serve as great marketing and promotional tools.

## INTERVIEWER PROFILES



### THE OWNER: Daniel Stark

- Daniel is the President and Creative Director of PaperMade and Stark Designs.
- He has owned and managed a branding and packaging design firm in NYC for 17 years. Previously he was V.P., Creative Director of Ann Taylor and worked in publishing for magazines including: *US*, *GQ* and *Harper's Bazaar*.
- Daniel describes himself as the "bad cop" during interviews and likes to put candidates through design challenges and an aptitude test.



### THE MANAGER: Jieun Youn

- Jieun is a principal Designer for PaperMade and works with Daniel on other projects with his branding company Stark Design.
- She oversees the engineering of the paper cut out designs, works with illustrators and needs additional help because of the companies rapid growth
- Jieun likes reading job candidates' body language and over-all package.
- *NOTE: Daniel has other interviewer options available that we can explore.*