
THE HUMAN PERFORMANCE LAB
INFORM. INFLUENCE. INSPIRE.
PEOPLE / PERFORMANCE / POSSIBILITIES
WE'RE LOOKING FOR SOMEONE WHO CAN
MAKE IDEAS VISIBLE.
DESIGN & MEDIA LEAD
THE HUMAN PERFORMANCE LAB
Help us bring human performance to life through world-class design and storytelling.
emotional branding
BrandSimple How the Best Brands Keep It Simple and Succeed Allen P. Adamson
LIVING THE BRAND NICHOLAS IND
BRAND ATLAS
CHANGE BY DESIGN TIM BROWN
THE BREAKAWAY BRAND
lovemarks KEVIN ROBERTS
THE HUMAN PERFORMANCE LAB
FREE GYM MEMBERSHIP
TIME OFF FOR SPORT
ONE LONG WEEKEND EVERY MONTH
FREE CAFETERIA & BARISTA-MADE COFFEE
$5,000 PROFESSIONAL DEVELOPMENT ALLOWANCE
FLEXIBLE WORKING ARRANGEMENTS
EXPLORE THE ROLE →

THE HUMAN PERFORMANCE LAB

DESIGN & MEDIA LEAD

Sunshine Coast, Queensland | $130,000 + super + benefits | $5,000 annual professional development allowance

MAKE IDEAS VISIBLE.

The Human Performance Lab explores what helps people perform, develop and thrive.

We work at the intersection of human performance, psychology, identity, behaviour, coaching and design - taking research, ideas and human experiences and turning them into things people can understand, use and remember.

Our work spans individual and team performance, digital products, assessments, workshops, research, books, publications, film, photography and original intellectual property.

Different expressions. One standard. Thoughtful. Useful. Beautifully made.

We believe brand isn't something you add at the end. Design isn't decoration. And the way an idea is expressed can be every bit as important as the idea itself.

We're looking for someone exceptional to help shape what comes next.

THE ROLE

As our Design & Media Lead, you'll have significant responsibility for how The Human Performance Lab - and the ideas and brands we create - show up in the world.

You'll work closely with the founder, often starting with something unfinished: a conversation, piece of research, rough sketch, psychological framework, story, photograph or sentence. Your job is to see what it could become.

A visual identity. A campaign. A film. A book. A digital experience. A photograph. A presentation. A diagram that suddenly makes a complicated idea obvious.

Sometimes you'll receive a brief. Sometimes you'll write the brief.

This is a hands-on senior creative role. We're not looking for someone to simply make things look better. We're looking for someone who can make the thinking better through design.

YOU

You have exceptional visual judgement and the craft to support it. You care about typography, composition, language, photography, movement and the tiny details most people never notice.

You understand the difference between decoration and design. You're comfortable moving between brand identity, graphic design, digital, photography, film and storytelling - while knowing when a specialist should be brought in.

You can take ambiguity and turn it into clarity. You understand brands as systems, not logos. You understand social media without believing everything should look like social media.

You're interested in people, behaviour, culture, ideas, sport and performance. You use emerging creative technologies - including AI - intelligently, without allowing the technology to become the idea.

You're comfortable challenging a brief when you think there's a better answer.

And you're probably the sort of person who notices when something is three pixels out. So are we.

THE WORK

Your fingerprints will eventually be across much of what we do. You'll help lead and evolve our visual identities; create campaigns and original content; produce photography, film and moving image; design books, publications, reports and learning materials; turn research and psychological concepts into compelling visual systems; shape websites and digital products; create experiences for athletes, teams and organisations; and establish the creative systems that keep everything coherent.

You'll collaborate with photographers, filmmakers, developers, printers and other specialist makers when the work demands it. And you'll have room to experiment - because some of the best things you make here may be things nobody asked you to make.

THE PACKAGE

$130,000 + super	Senior-level remuneration
$5,000 development allowance	Courses, conferences, books, software, creative technology or experiences
Free gym membership	Supporting physical wellbeing
Time off for sport	Reasonable flexibility to play, coach, train or compete
One long weekend every month	Twelve additional days each year
Free cafeteria + barista coffee	Part of the everyday working environment
Flexible working arrangements	Because good work does not always happen at a desk

These aren't perks intended to compensate for a poor working environment. They're part of how we've designed the working environment. We care deeply about performance. We don't confuse performance with performative busyness. We'll care much more about what you make than how long you sit at a desk.

THE STANDARD

We have significant ambitions for The Human Performance Lab. That means the creative standard matters.

We want our research to feel as considered as our identity. Our digital products as thoughtful as our coaching. Our publications worth keeping. Our films worth watching. And eventually, we want our ideas to be recognisable before somebody sees the logo.

Within twelve months, your fingerprints should be everywhere. Not because everything looks the same. Because everything feels like it came from the same place.

Clear thinking. Human understanding. Exceptional craft.

SHOW US.

Please don't send us a conventional cover letter telling us you're passionate, motivated and work well independently and as part of a team. We'd rather see the evidence.

Send us your portfolio. Show us three pieces of work you're proud of - and tell us why. Show us something you'd make differently today. Tell us about something you think is beautifully designed that has nothing to do with graphic design. And show us something you've made simply because you thought it should exist.

We don't expect you to have done everything in this advertisement. We do expect you to be very good at what you do - and deeply curious about what you don't know yet.