



Student Graphic Designer: Artificial Intelligence Adoption Journey Map & Gameboard

The Opportunity:

Do you want to use your graphics, storytelling, and market research skills to design a compelling story of how entrepreneurs and businesses travel through the complicated process of adopting artificial intelligence (AI)? The AI revolution is now and ISAIC is powering the A.I.mbitious of Western Canadian businesses pursuing AI/ML adoption. 33% of organizations plan to implement artificial intelligence in some capacity over the next year; 20% already have (451 Alliance).

ISAIC (www.isaic.ai), [ai-zey-ihk], Industry Sandbox & AI Computing, provides high-performance infrastructure, equipment, and applied knowledge to accelerate the industry, especially small and medium enterprises (SMEs), in the adoption and commercialization of artificial intelligence. Our focus is on local businesses, and we are passionate about powering their A.I.mbitious. Join our multi-disciplinary team for a rare opportunity to learn about managing business operations scaling from the ground up within a rapidly growing industry. The ISAIC team supports a learning culture where we value the development of our team's skills and knowledge and encourage openness to new opportunities.

Responsibilities:

Research

- Lead industry focus group with entrepreneurs and organizations supporting them to uncover the experience of starting a tech business in this exciting field – artificial intelligence
- Identify AI adoption challenges and how to leverage ISAIC's high-performance infrastructure, equipment, and applied knowledge to overcome adoption barriers for SMEs
- Identify current trends in artificial intelligence, technical, network, and security infrastructure

Design

- Your creativity, with the assistance of communication and marketing team members, will translate the learnings into an infographic and an online game, or representation of your dream to help others understand what to expect when undertaking this AI adoption journey. This game will be uploaded onto ISAIC's website or be developed into an application.

Although this position is primarily centered on applying graphic design skills, there are exciting opportunities to grow transferable skill sets and gain experience in support activities such as market research, facilitation, and project management. We have a learning culture at ISAIC and working with us will provide you exposure to learning about artificial intelligence, business essentials, and more.

This position is virtual, however, ISAIC's office is at ECERF, University of Alberta.

Team Context:

As well as working closely with the Partnerships Manager, you will join a technical and business team with lots of possibilities to work with colleagues and inter-relating inputs from different domains - IT,



operations, business development, strategy, etc. You will also work with our clients to understand their stories and how our AI infrastructure and services support their business.

Timeline:

This position can be part-time or a full-time commitment (40 hours/week); it can be discussed in further detail. Please note that if interviewed, the applicant must provide the number of hours per week that can be dedicated to the role.

- **January 2021** - to attend focus groups, industry events, and support finalizing the scope development
- **February 2021** - concept development and refining phase one (infographic, web content) with the team
- **March - May 2021** - a decision on phase 2 (app and online content, other branded), part-time work anticipated, flexible timelines

Expected Project Deliverables:

By the end of the year, you will have helped us:

- Built a slick and updated infographic or visual concept
- Developed promotional content related to AI adoption
- Have your work shared on the website and social media
- Supported the development of a brand for ISAIC

Into 2021, you will be working with marketing professionals to outline phases and scope of work with delivery timelines.

Qualifications:

- Preferably a current student enrolled in courses for the winter semester at a post-secondary institution
- Ability to understand business needs and prioritize accordingly. This includes ability to meet tight deadlines and balance multiple priorities simultaneously, while executing against key deliverables with excellence
- Continuous learning orientation with clear leadership and collaborative ability
- Strong interpersonal and collaboration skills to work effectively with other employees
- Familiar with MS Power Point, Photoshop, social media, and design tools
- An interest in AI

Contact Information:

- First and last name of contact: Silvia Sorenson
 - Email address: silvia.sorenson@ualberta.ca
- Please email your application (cover letter and two-page resume). You may also include samples of your work (portfolio, mood board).