

# THE INTERNSHIP AT SYLVAIN LABS



## About Sylvain Labs

Sylvain Labs is a strategy and design consultancy based in New York City, with offices in Richmond, VA and Amsterdam, Netherlands. We help companies seize the reality and potential of their business, products and brands. Our clients include Google, Spotify, Blackrock, Airbnb, Nike, American Express, GM, AB InBev, Ikea, MTV, Samsung, and others. Founded in 2010, wholly independent and a Certified B Corporation.

## THE INTERNSHIP

We've designed our internship program to show you a glimpse of life at a strategy and design consultancy. You won't be running coffee and making copies here. As an intern, you will be put on live project teams where you will work alongside a small team of Strategists and Designers tackling client challenges. You will attend client meetings, own project tasks, and present your work.

While our people come from diverse backgrounds, there are certain qualities we look for in our team.

## WE ARE LOOKING FOR STRATEGISTS AND DESIGNERS WHO ARE:



*Creative  
problem solvers*



*Adaptable project  
partners*



*Active multi-  
taskers*



*Empathetic  
thinkers*



*Curious listeners*



*Inhalers of culture  
and current events*



*Innovative  
storytellers*

# THE OPPORTUNITY



Typical assignments might include:

<i>Identifying a new product opportunity and making a case for their success (i.e., consumer deep-dive, competitive analysis, concept writing, market sizing, go-to-market thought-starters, etc.).</i>	<i>Planning and running consumer co-creations to conceive new products and services, or client workshops to drive refinement and socialization of work.</i>
<i>Designing a product blueprint or experience flow for a new service.</i>	<i>Projecting future scenarios and identifying an organization/brand's opportunity within them.</i>
<i>Conducting primary and secondary research in order to better understand consumer needs.</i>	<i>Telling the story of a consumer's life, motivators and tensions in a comprehensive, creative, and compelling way, using market data, digital artifacts, or qualitative research.</i>
<i>Identifying whitespace opportunities for existing and new categories across product, service, brand and experience formats.</i>	<i>Developing new to the world company visions and brand propositions, as well as the point of view on how they should come to life (through positioning, language, design, marketing, etc.).</i>

While experience in this type of work is not a requirement, we are looking for individuals who can show that they are able to think critically. Whether drawing patterns from research, crafting stories, ideating product concepts, or building experience flows, we're excited to help you hone your skills and craft.

During the application process, you will be asked to complete an assignment on your own time, within the four day timeframe. If your assignment is selected for the short-list, you will then meet with several members of our team, after which we will make our final decision.

*The internship will run from June 8 - Aug 14.*

## TO APPLY



**1.**

Please visit our [career page](#) and indicate that you are seeking a summer internship with us.

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**2.**

We will stop accepting applications on Thursday, 3/5, at which time you'll receive a take home assignment to complete.

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**3.**

Assignments are due by 11:59 pm on Sunday, 3/8.

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**4.**

We will notify candidates if they've made the short-list by Friday, 3/13.

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**5.**

Short-list candidates will be asked to conduct a 30-minute video conference interview between Monday, 3/16 and Wednesday, 3/18.

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**6.**

Final decisions will be announced by Friday, 3/20.