



Sr. Digital Designer

Practical Assignment

Hello Future Leanster!

Thank you for your interest in joining us to grow Lean as premium digital agency together!

Now it's time to show off your skills with something more specific.

This practical assignment is designed to give us a look at how you think and design, from an original idea to a polished, on-brand execution.

Please keep in mind that we are not allowed to share the working files from our clients, so feel free to download some of their brand elements from their website and try to use similar fonts and colors to the ones you see there, and use the specific format and platform that's required (find specifications at the very end).

Depending on the quality of submitted tasks, successful candidates will proceed to a final interview where they will get a chance to present their output to us and we'll be able to get to know each other better and answer any questions that you might have as well.

Good luck!



Assignment Outline



- 01** About the client (Kindred)

- 02** General instructions

- 03** Task 1: Ad design — Open concept

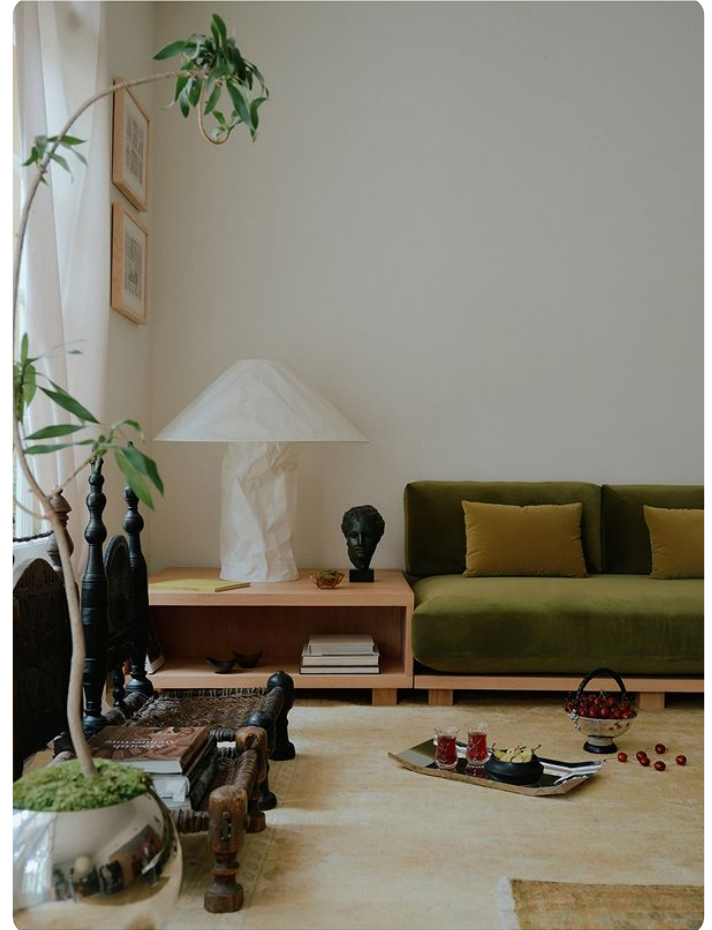
- 04** Task 2: Ad design — Solo female travel persona

About the client

Client: Kindred

Kindred (livekindred.com) is a home exchange platform that lets members stay in each other's homes while they travel, without paying for accommodation. Members earn credit for every night they host, which they can then use to stay in homes within the Kindred community. The platform is built around a verified, members-only network, positioning Kindred as a more personal and trustworthy way to travel compared to traditional short-term rentals.

To get a better understanding of the brand's visual language and positioning, please visit their website or their social media platforms.



General instructions

This assignment is about your thinking as much as your execution. We want to see how you take a brief and turn it into an original creative concept — then bring that concept to life as a finished design.

- Both tasks below are concept-first: come up with the idea, then design it. We're evaluating the strength and originality of the concept as much as the visual execution.
- However you choose to work, whether that includes AI tools, stock assets, templates, or a fully manual process, is entirely up to you. What matters to us is that your approach serves the concept and the brand, and that the final quality holds up.
- Feel free to add a watermark to your designs to protect your work.
- This assignment is confidential. Please do not publicly share your designs for this task — including in a personal portfolio, social media, or any other public format.
- Successful submissions will move forward to a final interview, where you'll walk us through your concepts directly with the Lean team.



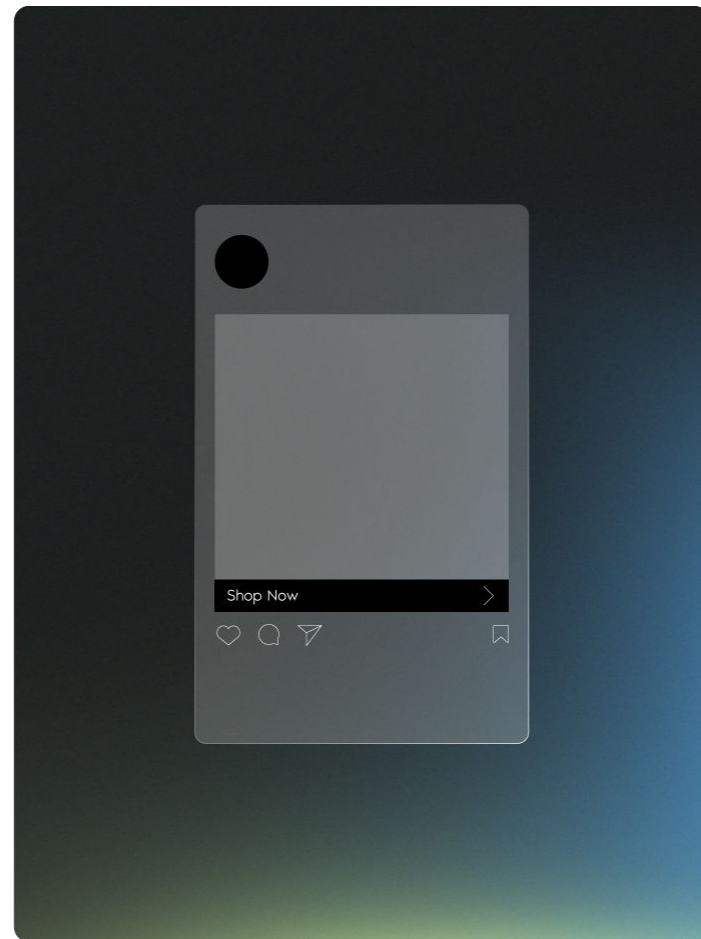
Task 1: Ad design

Goal: Create one original static ad (1 primary design + 1 variation)

Campaign: This ad should be built to drive sign-ups, specifically people signing up to host on Kindred. The concept needs to make someone who owns a home want to join and list their place. Think about what would actually convince them, and build the idea around that.

Copy: Write your own headline and supporting copy

CTA: Your choice, appropriate to the concept



Task 2: Ad design — Solo female travel persona

Goal: Create one original static ad (1 primary design + 1 variation)

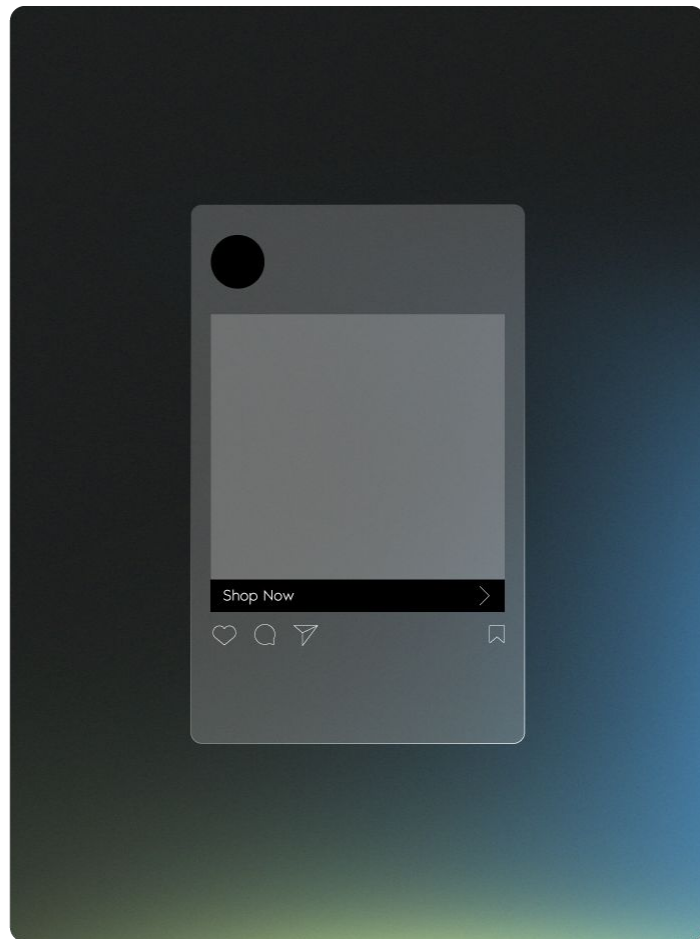
Campaign: Persona-focused

For this task, the target persona is fixed: a solo female traveler. Develop a concept and message built specifically around what she's weighing when she considers Kindred over a hotel or a traditional short-term rental, think about what would actually earn her trust and make her feel safe, welcome, and excited to travel this way. The concept, tone, and message should feel written for her, not adapted from a general ad.

Copy: Write your own headline and supporting copy

CTA: Your choice, appropriate to the concept

Looking forward to seeing what you create!





Good luck

And thank you.