



Executive, Graphic Designing

Location: Noida, India

Are you a change maker who wants to play a pivotal role in restoring vision for millions of people in low-income settings across India?

VisionSpring, an international social enterprise, seeks an executive, graphic designing to join our marketing team. S/he will conceptualize and create graphics, illustrations, layouts for variety of media like marketing collaterals, social media, exhibitions, and conferences. The executive – graphic designing serves as a key member of the marketing team and reports to the marketing director/marketing manager. S/he will be based out of Noida, UP, India.

ABOUT YOU

- You have a flair to creativity and enjoy creating designs from ideas.
- You can easily plan visual or multimedia concepts by studying information and materials and listening to requirements
- You can Illustrate the concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- You pay attention to details and have the ability to plan requirements and deliver timely.
- You can understand and follow brand design guidelines.
- You keep customers in mind while designing.
- You have excellent time management skills.

ABOUT US

- We are creating access to affordable eyewear, everywhere. Clear vision creates opportunities for increased learning, work, safety, civic participation, and quality of life.
- As a social enterprise, social change motivates us first. Our focus on sales and revenue targets serves and advances our mission objective – to increase functioning, productivity, and income earning potential for our low-income consumers by correcting refractive error with eyeglasses.
- We are working to transform the systemic dysfunction of an optical market that has failed to deliver eyeglasses – a 700-year-old technology – to 2.5 billion consumers in need of vision correction, most of whom live on less than \$4 a day.
- We serve low-income consumers, not as beneficiaries but as customers. Our customers expect a high quality and affordable product, and they will spend limited discretionary income for the immediate and tangible benefits of vision correction.

- By selling eyeglasses, we awaken new demand and seed a viable market. By selling new eyeglasses, we are able to serve four times as many people per dollar input than the alternative of donating recycled ones. To efficiently scale, we must deliver each new unit with lower cost.
- We run our business on both sales metrics and social impact measures. We exploit a range of organizational forms and practices to get the job done.
- We believe in scaling our impact, not our organization. We are a lean team of doers.

WHAT YOU'LL DO

- Conceptualize visuals based on the inputs and requirement.
- Create drafts, share ideas, and develop designs for marketing collaterals, (eg. Banners, standees, posters, product brochures, corporate brochure etc) event and exhibitions creatives (eg. Backdrop, invitations, badges etc), documents like reports and proposals and digital media for social media, banners.
- Expert user in latest tools and software like Adobe illustrator, Indesign, photoshop, Corel Draw to create print files. Should be comfortable with various formats and conversion of files in various formats like AI, CDR, PDF, EPS etc
- Help in basic animation as you have knowledge of Adobe Premiere or equivalent, and hands-on experience in Audio & Video Editing tools (Audacity, Miro etc.)
- Work closely with marketing manager to understand the requirement, edit the existing files, amend designs after feedback and ensure final design is visually appealing and adheres to the brand guidelines.
- You will review designs for errors before creating print files.
- You are aware that the daily work hours might be adjusted to account for organization members in other time zones

WHAT'S REQUIRED

- A degree or diploma in graphic designing is a must.
- 3-4 years of experience in graphic designing with an agency or corporate
- Strong knowledge of latest tools and software in graphic designing like adobe illustrator and coral draw
- Comfortable with working on various file formats like CDR, AI, PDF, and eps etc
- Good communication skills in English and Hindi
- Comfortable working with tight schedule and timelines with attention to details
- Willingness to travel up to 20% of the time, within India to explore designing ideas in CSR exhibitions

COMPENSATION

- Salary based on experience and education.
- VisionSpring offers competitive benefits, including health insurance and generous vacation time.



TO APPLY

- We want to know more than just what you have done. We want to know who you are. What are the passions and talents that draw you to this role?
- Please submit an application, including your portfolio and a cover letter and CV, to: hr.india@visionspring.org. Include your last name and “Executive, Graphic designing” in the subject line.
- Please note, only candidates to be interviewed will be contacted.
- VisionSpring is an Equal Opportunity Employer.