Job Description for Hiring New Employees / Contractors

Job Title	Senior UI Designer
Job Type	Full-time
Location	Pune (Remote)
Line Manager	Associate Director of Marketing (Marketing Head)
Main Duties & Responsibilities	As a Senior Designer in our Marketing Department, you will be responsible for creating visually compelling designs across various digital and print platforms. Your primary focus will be on website design, image creation, and the development of marketing materials. You will play a key role in ensuring that our brand maintains a consistent and engaging visual presence while enhancing user experiences through exceptional UI/UX design. 1. **Website Design:** • Lead the design and maintenance of our company website, ensuring a modern, responsive, and user-friendly design. • Collaborate with cross-functional teams to gather requirements and create wireframes, mockups, and prototypes for new web features and improvements. • Implement best practices for SEO and optimize website performance. 2. **Image Design:** • Create eye-catching and on-brand images for various marketing campaigns, social media, and advertising materials. • Manipulate and retouch images to meet the desired aesthetic and quality standards. • Develop graphics for use in presentations, infographics, and reports. 3. **Marketing Material Design:** • Design a wide range of marketing collateral, including brochures, flyers, posters, banners, and product packaging, maintaining brand consistency. • Collaborate with marketing teams to conceptualize and execute visually compelling campaigns that resonate with the target audience. 4. **UI/UX Expertise:** • Apply strong UI/UX design principles to enhance the overall user experience on our digital platforms. • Conduct user research, usability testing, and A/B testing to refine and improve user interfaces (preferred) • Ensure that user journeys are intuitive and optimized for conversions (preferred) 5. **Brand Consistency:**

	• Uphold and enforce brand guidelines to maintain a cohesive and recognizable brand identity. • Collaborate with the marketing team to evolve and refine brand aesthetics as necessary.
Basic Qualification	Bachelor's degree in graphic design, Web Design, or a related field.
Experience	• 7-8 years of professional design experience, with a strong portfolio showcasing web design, image creation, and marketing materials. • Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma, or similar software. • Proficiency in using After Effects or creating short videos is preferable. • Solid understanding of UI/UX principles and the ability to translate them into effective designs. • Strong attention to detail, creativity, and a keen eye for aesthetics. • Excellent communication skills and the ability to collaborate effectively with cross-functional teams. • Up-to-date with the latest design trends and technologies.
Knowledge and Experience	• Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma, or similar software. • Solid understanding of UI/UX principles and the ability to translate them into effective designs. • Strong attention to detail, creativity, and a keen eye for aesthetics. • Excellent communication skills and the ability to collaborate effectively with cross-functional teams. • Up-to-date with the latest design trends and technologies.
Skills	• Strong Design skills with a sense of UX. • Outstanding Creative skills. • Skills in creating videos would be a big plus. • Effective Time Management and Prioritization skills. • Positive Attitude with good Interpersonal skills. • Problem Solving skills • Should be a Team Player • Self-Motivated & Updated with Market Trends