

## JOB DESCRIPTION

<b>Position:</b>	Graphic Designer	<b>Function:</b>	Communications
<b>Location:</b>	Gurgaon/New Delhi	<b>Reporting Relationship:</b>	Director- Communications
<b>Nature of Employment:</b>	Full-Time Staff	<b>Number of Positions:</b>	One

### Background:

The American India Foundation Trust (AIF) is committed to catalyzing social and economic change in India through high-impact interventions in education, livelihoods, public health, and leadership development. Working closely with local communities, AIF partners with NGOs to develop and test innovative solutions and with governments to create and scale sustainable impact. AIF's programming seeks to achieve gender equity through developing inclusive models that focus on and empower girls and women. Founded in 2001 at the initiative of President Bill Clinton following a suggestion from Indian Prime Minister Atal Bihari Vajpayee Ji, AIF has impacted the lives of 16.51 million of India's poor across 36 States and Union Territories of India. Learn more at [www.AIF-India.org](http://www.AIF-India.org)

### Job Description

At AIFT, we see graphic design as visual storytelling that engages, informs, and inspires. We're looking for a talented graphic designer who can take concepts and ideas and create visual representations, in both print and digital media. The ideal candidate will have expert knowledge of current design software and be skilled in every step of the design process, from concept to final deliverable. Collaborating with multiple teams across the organization, the graphic designer should be able to take written or spoken ideas and convert them into a design that connects.

### Key Roles and Responsibilities:

- Work with the Communications Director and other members of the team to implement the communication design strategy across AIF's programs to include both internal and external communications
- Creative Conceptualization/ Innovation: Understanding the requirements and goals of a project and then brainstorming and conceptualizing ideas with the team and using creativity and imagination to develop unique and innovative solutions.
- Visual Design: Creating visual elements such as graphics, illustrations, icons, typography, and color schemes to enhance the overall look and feel of the project but keeping it neat and simple at the same point.

- User Experience (UX) Design: Creating a positive user experience for products or services. Create wireframes, and prototypes to ensure the final design is user-friendly and intuitive.
- Collaboration: demonstrate active cooperation with team members in the communication team and other teams and vendors to ensure the design aligns with the Brand objectives.

**Key skills and competencies:**

The Designer must have a diverse set of skills and should be equipped with both technical expertise and creative abilities. Below are some essential skills:

- Degree in Design, Fine Arts, or a related field
- Minimum 3 years of experience as a graphic designer with a strong portfolio of illustrations or other graphics
- **Visual Communication:** Effectively conveys ideas and messages through visual elements, such as images, videos, illustrations, and typography.
- **Design software:** Proficiency in using Adobe Creative Suite (Adobe Illustrator, Photoshop, Acrobat, XD, After Effects, In Design) and CorelDraw to create and manipulate graphics and layouts.
- **Typography:** A good understanding of typography, including font selection, spacing, and hierarchy, to create visually appealing and readable designs.
- **Color Theory:** Choosing color palettes from brand guidelines that convey the right emotions and align with the brand or message.
- **Layout and Composition:** Arranging design elements, including images, text, and graphics, in a harmonious and aesthetically pleasing manner for various media, such as print materials, websites, social media, and more.
- **Digital Illustration:** Ability to create custom illustrations and artwork using digital tools or traditional techniques.
- **Efficiency and Effectiveness:** Organizational and time-management skills for meeting deadlines in a fast-paced environment

**Reporting:** The position will directly report to the Director, Communications, AIFT

**Other:** Salary commensurate with experience.

**Position Availability:** Immediately

Please click [here](#) to apply for the role