



**Graphic Designer,
Experience: 3 to 5 years
Kaboom Social Impact
Hauz Khas Village, New Delhi**

KABOOM is an award-winning social impact creative agency that supports and directs on-the-ground movements using creative content, impactful narratives and innovative designs to enable social change. Kaboom follows a design-first approach with the ability and experience to look at problems through a socio-cultural lens.

All of Kaboom's work is designed applying principles of **design thinking** and **participatory methodologies** to ensure a well-structured output of international quality. We follow a user-centric design thinking methodology and apply it to all the products we create, always keeping the **'user'** at the centre.

At Kaboom, we apply design solutions to support organizations around their theories of change; seeking issue awareness, designing products, running digital campaigns, fundraising, and even policy change. We are exploring modern creative solutions in partnership with Philanthropies, Foundations, NGOs, ethically-driven organizations, businesses & changemakers who are leading social change. We do this through creating compelling brand narratives, awareness campaigns, educational curricula and tool kits and design trainings applying user-centered design thinking and modern marketing methodologies.

For the role of the Graphic Designer, we are seeking demonstrated ability of visual communication to create assets across media. This is a hands-on role that requires an understanding of creative briefs, illustration and branding. An understanding, interest and experience of working on social issues will be an advantage. Experience in a creative or design agency with illustration skills is necessary. UX/UI, multimedia, motion graphics and/or video skills are desirable, but not mandatory.

If you believe in design for change then here is what we are looking for:

- Conceive big medium agnostic ideas in tandem with the copywriter to support the communication strategy in a timely manner
- Translate big ideas into native formats depending on specific media & channels with a clear understanding of the target audience
- Produce sketches, storyboards, and roughs to visualize ideas
- Present your ideas in a thoughtful manner internally as well to clients on occasion
- Understanding, ability and interest to find solutions to social issues and use design tools and approaches for social impact and change
- Cooperate with the rest of the creative team across different types of media

- Design content for videos, print, product toolkits, social media posts, website, emailer, blog, press releases, merchandise, outdoor etc.
- Take work from concept to final execution within deadlines
- Manage and delegate responsibilities to other designers and provide direction
- Ability to visualise and execute designs for different target audiences - urban, semi and peri-urban as well as rural.
- Stay on top of all trends and on best practices found in social media, digital as well as other media
- Present completed ideas to clients/team members
- Ability to connect at grassroots level audiences in peri-urban and rural areas. Travel may be required occasionally to support research and on-ground testing.
- Ability to work independently as well as a team player in a multicultural environment.

What We Offer

- The opportunity to shape a young, ambitious and fast-growing organisation working across issues and make a substantial contribution to achieving social impact.
- Collaboration with a very dynamic, extremely passionate team working with Indian and international clients on a wide range of issues.
- A salary commensurate with experience.

Job Details

- Application deadline: Rolling
- Position start date: Immediate and Full Time
- Salary: Competitive salary commensurate with experience
- Location: Delhi, India

HOW TO APPLY

If you meet the requirements, please apply to knock@kaboom.sc with the following:

- CV
- Portfolio
- Cover Letter
- 2 References

Links to portfolio are a must and CVs without a portfolio will not be considered. Any application that does not meet the minimum requirements stated below will not be evaluated. This position is not open for freshers and only shortlisted applicants will be contacted. If you have not been contacted within one month from the closing date, please consider your application unsuccessful.