



Design Specialist at Sight and Life

Home-Based

Location: India / Authorized to work in India

1 FTE

ABOUT SIGHT AND LIFE

Sight and Life informs, supports, designs, and incubates evidence-based malnutrition solutions. We have 35 years' experience in advancing the science of micronutrients, advocacy for improved nutrition, incubating innovation, and convening the best minds in the field of nutrition. We co-create innovations and empower individuals and organizations to deliver smart solutions by:

- **Translating nutrition science** so that programs, policies, and participants are informed and effective.
- **Building public-private partnerships**, an underutilized mechanism in nutrition, which can accelerate the private sector's engagement and maximize the impact of both the private and the public sector.
- **Developing viable business models** that are profitable or sustainably subsidized and increase the availability and desirability of nutritious foods.

We are looking for a designer with expertise in communication design and UX who is also comfortable in service and/or product design. The Design Specialist will have the following core responsibilities:

1. **Tells compelling stories** - Collaborates with the global team to synthesize our work at every phase, works with the team to establish direction and design solutions, and ensures successful implementation of that direction through production.
2. **Designs digital and physical products** - Collaborates with the consumer insights specialist, business and strategy leads to understand users and translate their needs into evidence-based and market-ready products.
3. **Delivers all-around design excellence** - The Design Specialist pushes the craft of visual deliverables and communications at *Sight and Life*.

The successful candidate has excellent visual communication skills, including the ability to synthesize stories, present complex processes and issues clearly to a diverse audience, and is comfortable telling those stories in a variety of mediums. The tasks and deliverables for this position comprise a diverse range of project-related and marketing content. As *Sight and Life* gears up to kickstart several new projects this year and beyond, the Design Specialist will be an important member of the global team.

KEY RESPONSIBILITIES

- Create material across a variety of mediums such as print, packaging, video storytelling, movement building, brand identity, and interactive projects for screens, devices, and space.
- Produce meaningful and fun ways to depict a story, brand, or service visually.
- Develop intriguing proposals, using best practices for visualizing complex concepts with the business development team.
- Brings both a strategic eye and a depth of craft in the brand and communications design to projects.



- Designs dynamic communication material for the organization and ensures that *Sight and Life's* output remains cutting edge.
- Creates prototypes of different levels of fidelity to help determine design direction for a project.
- Work closely with *Sight and Life* team in developing visual communication materials for meetings, conferences, webinars, etc.
- Design, on-demand products including infographics, factsheets, brochures, reports, posters, roll-ups, banners, backdrops, folders, presentation slides, websites and other online and print publications and outreach material.
- Produces high-quality social media assets and other materials for cross-channel distribution.
- Ensures all produced material is correctly optimized for chosen dissemination (print, web, large presentation screen, social media).

QUALIFICATIONS

- Bachelor's in graphic design or a related field of study preferred.
- At least three years of experience in graphic design, visual communications or related field.
- Knowledge of Adobe Creative Cloud, specifically **Photoshop, InDesign, XD and Illustrator** required. Experience with additional Adobe Creative Cloud applications (e.g., Premiere Pro, After Effects, Audition) is a plus.
- Excellent design, color and typographic skills.
- Exceptional editorial design skills and demonstrated experience using layout, photography, and illustration to amplify stories.
- Ability to synthesize and present concepts and data for a general audience.
- Demonstrated project management skills. Experience guiding visual communications projects from conception through completion.
- Strong time management and problem-solving skills.
- Excellent oral and written communication skills.
- Experience working with mission-driven organizations and interest in the development sector are strong pluses.
- Basic knowledge or experience in interactive design, data visualization, designing for space is a plus.
- International experience is a plus.

WORKING CONDITIONS

- Competitive salary commensurate with experience.
- Unique opportunity to work with a multi-disciplinary and innovative team of global experts pushing the envelope to eradicate malnutrition.
- Chance to shape the global narrative on malnutrition while based in India.
- Able to join the team in July of 2021.

Please submit your resume, cover letter and portfolio to hr@sightandlife.org with the subject line: **Application for Sight and Life | Design Specialist**. The application deadline is Sunday, February 28th.