

Come visualize *your* future with us.

In our world, the pace of change is such that the products of tomorrow are already irrelevant today. At Idea farms we keep up with the future of the future. Help us communicate out-of-this-world ideas in creative and compelling ways.

You are an in-house designer who is passionate about generating ideas and can exploit the potential of digital platforms for communication.

Your role and designation is: Visual Designer.

Objective:

To be able to **communicate** our projects, ideas and stories **visually** through the website, social media and other platforms.

Your responsibilities include:

1. Management of design projects from conception to delivery
2. Generating ideas and concepts with the team
3. Managing and helping create content for Website
4. Managing and helping create content for Digital Marketing and Social Media handles.
5. Managing and helping create collateral for Idea farms
6. Managing and helping create UIs
7. Strategizing and managing visual communication for the lines of business for Idea farms.

Your Qualifications and Skills are:

1. 2-4 years work experience in visual communication space
2. Content Management
3. A hands-on experience with **image editing** softwares – CorelDraw, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop
4. A hands-on experience with **video editing** softwares – Adobe Premiere Pro, Flash
5. A strong aesthetic sensibility and an ability to visualize colours, fonts and layouts
6. Attention to visual details
7. Ability to meet deadlines and collaborate with a team

About Ideafarms:

Ideafarms is the leading Design Thinking Consulting and Advisory firm in India. It provides **Design-led Strategy Consulting** to mid-sized organisations worldwide. Founded in 2002, the company pioneered using Industrial Design concepts and approaches to software, keeping the **user's experience** at the centre of all its thinking.

Ideafarms' ethos combines **empathy** with strong technology competencies to highlight the value of **interdisciplinary** work and **prototyping**: Design Thinking is a natural extension of this **human-centric** cultural DNA. To help clients stay relevant in today's disruptive business environment, the company conducts talks and workshops for educational institutions, start-ups, investors, mid-sized enterprises.

Ideafarms has the distinction of partnering with some of the largest global corporations to help drive **strategic value** through its proven approaches to problem solving.