

## Graphic Designer

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Company: Artha Group

Location: Mumbai

Category: other-general

About Artha Group: At Artha Group, we're redefining the venture capital and private equity landscape with an AUM of 1,000 crores across Artha Venture Fund, Artha Select Fund, and Artha Continuum Fund. Nestled in the bustling financial district of Lower Parel, Mumbai, our firm has established itself as a beacon of innovation and success in the investment world. Our portfolio is a testament to our commitment and expertise, featuring over 116 companies, including industry leaders like OYO Rooms, Purple, IconBuild, Tala, Karza Technologies, and Rapido. These companies represent the pinnacle of innovation and market leadership in their respective domains. Our strong focus on exits has led to 31 successful exits, showcasing our ability to identify and nurture high-potential startups and generate liquidity. As we set our sights on expanding our AUM by 5x in the next five years, we continue to seek groundbreaking opportunities in diverse sectors, leveraging our deep industry knowledge and global investment reach. Join us at Artha, where your work impacts the future of dynamic and innovative businesses globally.

**Job Title:** Graphic Designer

**Job Introduction:** We are seeking a highly creative and skilled Graphics Designer to work on diverse brand projects, contributing significantly to the creation of digital experiences. This position requires an individual who can not only visualize but also effectively produce creative concepts. The role involves thorough ideation, understanding of briefs, and the ability to design and deliver creative projects from conceptualization to final execution.

**Key Responsibilities:**

**Creative Conceptualization and Design Execution:** Develop innovative design concepts that meet the business objectives of the organization and that advance our brand strategy.

**Produce engaging graphics, layouts, and visual effects for**

various media including websites, social media, print, and video. **Project Management:** Manage design projects from concept through to completion. Work closely with cross-functional teams, including marketing, sales, and product development to create cohesive and effective designs. **Brand Consistency:** Implement and adhere to established brand guidelines, ensuring consistency across all design elements. Continuously evaluate and adapt designs to maintain and elevate the brand's standards. **Digital and Print Design:** Create visual elements such as logos, original images, and illustrations to help deliver a message. Design layouts, including selection of colors, images, and typefaces. **Video Production and Editing:** Develop and produce multimedia pieces for use in advertising, websites, or other video content. Edit video pieces to include music, graphics, and other effects. **Software Proficiency:** Demonstrate high-level competency in using design software like Adobe Photoshop, Adobe Premiere, and InDesign. Stay updated with the latest software updates and industry practices. **Requirements:** 2 to 3 years of relevant experience in graphic design, with a strong portfolio of work. Proficiency in Adobe Creative Suite (Photoshop, Premiere, InDesign) and familiarity with other design software. Knowledge of HTML, CSS, and other web design tools is preferred. Strong communication, conceptual thinking, typography skills, and design skills.

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