

Graphic Designer

Job Description:

About The Udaiti Foundation:

The Udaiti Foundation is a Delhi-based not-for-profit foundation aimed at accelerating Women's Economic Empowerment (WEE) in India. Udaiti has been incubated by The Convergence Foundation by Ashish Dhawan to identify critical voids in the social sector and build strong, long-lasting organisations to solve complex problems. The organisation counts Ashoka University, ACT Grants, AIP, CSF, CEGIS, CRISP, and CEDA as its cohort of foundations aiming at collective impact. Our vision is for a world where all women and girls have expanded choice and attain their full economic potential. Udaiti aims to act as a strategic influencer and force multiplier in the field, bringing together the non-profit with the public and private sectors. We believe that - the private sector can have an outsized impact; digital technology is a gamechanger; data-informed insights are critical; there is no scale like the government. Udaiti seeks to catalyse transformative change through strategic public & private partnerships for advocacy, applied research, and programs.

The Foundation's mission is to increase women's share of quality jobs through expanding demand; and scaling women's enterprises & entrepreneurship. In that effort, the Foundation leverages a range of levers - data, applied research & insights; technical advisory support; solution generation; and co-creating strategic platforms for amplification and field-building.

Udaiti seeks to develop flagship impact strategies and leverage existing social/administrative infrastructure & platforms for scaling impact. Udaiti is taking forward engagements at the state and national government levels to drive this agenda through a partnership driven approach. TUFs government engagement work looks at:

Integrated Strategy & Technical Assistance to govt entities at a strategic level

Elevating WEE as a Priority

Improving WEE Program Designs through advisory and evaluations

Two of our present flagship engagements include Techno-advisory support to the Govt of Uttar Pradesh on advancing women's economic empowerment in the state; and supporting NITI Aayog on multiple initiatives including the Women's Entrepreneurship Platform and the National Data Analytics Platform.

Job Summary:

We are seeking a highly creative and detail-oriented Graphic Designer with 3-5 years of professional experience to join our team. In this role, you will be responsible for conceptualizing and executing visually compelling designs across digital and print platforms. The ideal candidate has a strong portfolio, excellent design sensibility, and the ability to manage multiple projects in a fast-paced environment.

Key Responsibilities:

- Design and produce high-quality graphics for web, social media, email campaigns, print materials, presentations, and branding assets
- Translate brief and vision shared into clear, visually appealing design solutions
- Collaborate with the marketing, content, and program teams to maintain brand consistency across all channels
- Take ownership of projects from concept to final delivery
- Prepare final artwork for production (both digital and print)
- Provide creative input in brainstorming sessions and campaign strategy meetings
- Stay up to date with design trends, tools, and best practices
- Adapt and resize existing creative assets as needed

Qualifications:

- Bachelors degree in Graphic Design, Visual Communication, or a related field
- Minimum of 3-5 years of professional graphic design experience
- Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign) & Canva
- Strong understanding of layout, typography, color theory, and branding
- Experience with both print and digital design esp. With the following creative and collateral formats:
 - Social media friendly creatives (posters, carousels, video snippets)
 - On-ground Event creatives
 - Academic Research Report (design, graphic illustrations, formatting)
 - Whitepaper (design and formatting)
 - Research Briefs (design and formatting)
 - Newsletter templates
 - Webpage design
- Ability to work independently and as part of a collaborative team
- Excellent time management and organizational skills
- Strong attention to detail, ability to take constructive feedback and openness to explore new/creative formats

Preferred Skills (Bonus):

- Basic knowledge of motion graphics or video editing (e.g., Adobe After Effects, Premiere Pro, Reel making experience)
- UI/UX design experience
- Photography or illustration skills
- Figma experience
- An understanding of Instagram as a platform and the kind of content/creatives that work for it along with ongoing trends

For any queries, please contact: hr@udaiti.org