

## COMMUNICATIONS / GRAPHIC DESIGNER

Job Description

### About Casegoods

[Casegoods](#) is a Mumbai based product design studio that has established itself as an international brand with a unique position in the world of design. Casegoods was born out of a passion for materials, a commitment to the act of making, and an awareness of our impact as designers on the shared environment. Our products are rooted in the Indian tradition of craft while remaining considerate to contemporary living. We believe that the greatest form of sustainability is to produce work of lasting value. In that spirit we endeavour to design products that are simple, beautiful, and functional which can be cherished for generations.

We are in growth mode, looking to bring exceptional talent onto our design, production, sales and marketing teams to expand our portfolio; and engaging in partnerships with design innovators and partners to grow our worldwide reach.

### About the Role

Type: Full Time

Location: Mumbai

Team: Design

Reports to: Creative Director

Direct Reports: N/A

Travel: 25% to/from sites for photography and content creation.

This role is critical to help us engage with consumers and partners through visual content - digital and print.

### Key Responsibilities | How you will contribute

- **Brand Development:** Create and maintain a cohesive visual identity across various platforms. Develop brand elements as required.
- **Product Graphics:** Create graphics for furniture and product packaging. Collaborate with the product development team to develop product instructions and specification documents.
- **Marketing Collateral:** Produce engaging visuals for marketing materials, including promotional brochures, product catalogs, videos, and digital content for social media and the website.
- **Digital Presence:** Design graphics for the website, social media, and other digital channels. Ensure consistency in visuals for online campaigns.
- **UI and web design:** Design and implement interactive layouts for web pages.

- **Photography:** Documentation of our products, process, team and collaborations. Photograph products for social media and press kits. On site photography of products.
- **Social Media & Outreach Campaigns:** Manage our social media posts and marketing campaigns, as required
- Other tasks as assigned.

### **Key Competencies | Who you are**

- Creative thinker and storyteller. You enjoy new ways of creating content.
- Communicator and team player. You can gain buy-in and work collaboratively.
- Self-motivated and accountable. You manage your time well and follow through.
- Passionate and curious. You stay on top of trends and industry best practices.

### **Key Skills & Experience | What we are looking for**

- 1-3 years of experience as a graphic designer, preferably in the product or furniture design industry.
- Proficiency in graphic design software such as Adobe Photoshop, Illustrator, Indesign
- Experience in motion graphics, photography, video editing, social media, web design
- Strong portfolio showcasing a diverse range of design projects, particularly in the context of product and furniture design.

### **Benefits of working with us**

- Expand your technical and leadership capabilities by collaborating with industry experts
- Be a part of a fun, diverse team; work closely with a multidisciplinary team of designers, engineers, marketers, and business leaders
- Showcase new ways of creating and sharing content, in a rapidly changing world
- Build a vast community and network globally; meet new and interesting people everyday
- Make an impact at a high growth company

### **How to apply**

Please email your application to: [jobs@casegoods.in](mailto:jobs@casegoods.in)

Subject: Graphic Designer

Include: Resume, Portfolio and Description of why you would like to work with us