

Job Description | Design Analyst | India Development Review

Full-time | Location: Delhi

ABOUT IDR

IDR (India Development Review) is Asia's largest knowledge platform for the development community. Founded as a nonprofit in 2017, we publish accessible, credible, and actionable knowledge on social impact. To know more about us and our work, visit our website:

<https://idronline.org/>

ABOUT THE ROLE

IDR is looking for an experienced designer to own and strengthen our visual identity across channels. You will be part of the Multimedia team and work closely with the Editorial and Digital teams. You'll design social media creatives, build communication assets for IDR, and make sure everything we put out looks and feels like IDR.

WHAT YOU WILL DO

- Design creatives for IDR's social channels, such as carousels, quote cards, thumbnails, and campaign visuals.
- Create assets for IDR's communication needs, including newsletters, event collateral, reports, decks etc.
- Work with the Editorial and Digital teams to turn articles, series and data into clear, engaging visuals.
- Collaborate with your Multimedia teammates on projects that combine design, video and audio.
- Adapt assets across platforms and formats, and respond quickly to timely content.
- Uphold and evolve IDR's visual identity, covering typography, colour, illustration, iconography and layout.
- Create and maintain brand guidelines, templates and a reusable asset library so that the wider team can produce consistent work.
- Review design work from freelancers, contributors and partners to keep it consistent with the brand.
- Stay across design trends, platform changes and new tools, and bring fresh ideas to the team.

SKILLS & EXPERTISE

- 5-7 years of professional experience in graphic or communication design, ideally in media, nonprofit, publishing, or agency settings.
- A strong portfolio showing social media design, brand communication and consistent visual systems.
- Expert command of Adobe Creative Suite (Photoshop, Illustrator, InDesign). Working knowledge of Canva is a plus.

- Strong sense of typography, layout, colour and hierarchy, and the ability to simplify dense information visually. Basic illustration design skills, such as creating simple custom illustrations, icons or characters, will be a huge advantage.
- Experience maintaining or building brand guidelines and templates.
- Ability to work independently as well as cross-functional team, manage multiple projects and deadlines & take feedback constructively.
- An interest in social change and an understanding of the development sector would be an advantage.

HOW TO APPLY

Please send your CV and a portfolio link (required) to hiring@idronline.org with the subject line “**Application: Design Analyst**”. Your portfolio should include examples of social media creatives, brand guidelines you have developed or maintained, and any communication assets you’ve designed, such as newsletters, reports or event collateral.

COMPENSATION

The salary range for this role is: INR 6-8 Lakh Per Annum, based on experience.