



Company Description

Digiflux Technologies Private Limited, based in Vadodara, is a leading provider of comprehensive digital solutions. We specialize in developing complex Web and Mobile Apps, AI Workflows, Data Pipelines, Cloud Infrastructure (AWS), and end-to-end digital transformation and IoT-based solutions tailored to various organizational needs.

Role Description

We are seeking a creative and system-oriented **Graphic & Visual Brand Designer** with **3 to 5** years of professional experience to join our team at Digiflux Technologies Private Limited in Vadodara. This is a full-time, on-site position. The ideal candidate must possess a strong eye for design, exceptional visual storytelling skills, and a proven track record across graphic design, video editing, motion graphics, and generative AI design tools.

You will be responsible for conceptualizing and executing high-impact visual content across digital platforms, sales pipelines, employer branding, and corporate collateral while building reusable systems to scale output efficiently.

Key Responsibilities

- **Brand Systems & Identity:** Maintain strict brand governance across typography, grids, and color palettes. Translate company positioning into cohesive visual identities for digital and print formats across diverse audiences.
- **Employer Branding:** Create engaging hiring content (job post carousels, culture spotlights, candidate collateral) to humanize the brand and strengthen the recruitment funnel.
- **Sales & Marketing Collateral:** Build high-impact pitch decks and reusable templates for case studies, one-pagers, and client proposals to support sales narratives.
- **Social Media & Content:** Design platform-specific, scroll-stopping content (carousels, static posts, motion/video) for LinkedIn and Instagram using scalable design systems.
- **Video & Motion Graphics:** Produce and edit short-form videos and motion graphics (animations, transitions) for social channels and corporate communications.
- **Cross-Functional Execution:** Partner with Marketing, Sales, Product, and HR to independently deliver multiple creative projects simultaneously.
- **AI & Workflow Optimization:** Use generative AI tools and modern software to accelerate asset creation and optimize design output.



Qualifications

- **Education:** Bachelor's degree, professional certification, or relevant structured coursework in Graphic Design, Visual Communication, Multimedia Design, or a related creative discipline.
- **Experience:** Minimum 3 years of verified professional experience in Graphic Design, Visual Design, or an equivalent corporate creative role.
- **Portfolio Requirement:** A comprehensive portfolio demonstrating expertise in brand systems, vector asset creation, pitch decks, employer branding, social media marketing, clean video editing, and functional motion graphics.
- **Core Principles:** Strong operational grasp of typography, layout principles, grid systems, visual hierarchy, color theory, and basic accessibility standards (contrast, readability) in design choices.

Technical Skills (Required)

- **Design & Layout Suite:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **Interface & Systems:** Figma
- **Video & Motion:** Adobe Premiere Pro or Adobe After Effects (at least one required)
- **Generative AI Stack:** ChatGPT / Gemini, Adobe Firefly, Midjourney / Flux

Good to Have

- **Advanced Video & AI Tools:** Exposure to DaVinci Resolve, CapCut, Runway ML, Kling AI, Pika Labs, or ElevenLabs.
- **Marketing & Domain Exposure:** Experience designing assets tailored specifically for high-performing Performance Marketing campaigns, ad copies, or scaling visual identity systems in a fast-paced technology or startup environment.
- **UI/UX Foundations:** Baseline understanding of user interface and user experience design principles.

Additional Information

- The role is based in Vadodara and requires a full-time on-site presence.
- Direct opportunity to work on diverse creative pipelines cutting across global Web and Mobile Applications, IoT platforms, and digital growth marketing.
- Collaborative, innovation-first work culture with structured opportunities for continuous training, professional skill development, and career growth.