



Logistics that empowers

## Visual Designer



# About Freight Tiger and the Opportunity

Freight Tiger has built India's largest unified freight network, which combines offline with digital to build an intelligent ecosystem for the logistics industry. This is revolutionary for a supply chain that is traditionally fragmented, offline, and time-intensive. As India aims to bring down logistics costs from over 14% to under 10% of GDP, Freight Tiger is positioned to be at the forefront of this ambitious endeavor.

Have you ever wanted to lead the success of a cutting-edge product that will change the very nature of an industry? We are looking for a top-of-class Product & Growth Marketing Lead to fuel our growth as we scale rapidly. This role is for those who like an open canvas to do their best work; we love off-the-wall ideas and are waiting to let you run with them.

Freight Tiger uses unique technology to solve operational problems for all stakeholders in the supply chain, from large-scale producers to individual drivers. It is truly neutral, which is virtually unheard of in the logistics industry. This will give you the opportunity to strategize for a vast variety of customers across a diverse range of product offerings. If you've always wanted to push your creative limits, this is the place for you.

What we need from you: deal well with ambiguity, resilience and grit, passion to market and position B2B technology products, and most importantly, lots of drive. What you'll get in return: a seat at the table at a growth-stage tech start-up with a brilliant team and massive potential.

Website: [www.freighttiger.com](http://www.freighttiger.com)

Email: [hr@freighttiger.com](mailto:hr@freighttiger.com)

# The Nitty-Gritties

Location: Mumbai/Bengaluru

## About the Role:

Do you believe that a picture is worth a thousand words?

Designers hold the key to building the brand and narrating the story worth a thousand words.

We're looking for a visual designer who is passionate about innovative storytelling and adept at concept creation as well as visual execution to join our marketing team.

## Key responsibilities:

- Interpret storyboards/creative briefs to create engaging, innovative, and functional visual assets (illustrations, icons, online/offline creatives, presentations, etc).
- Create designs that are visually enticing, easy to use, and emotionally engaging.
- Deliver user-centered design solutions within a fast-paced and growing environment.
- Ensure a consistent, integrated brand and user-experience.
- Stay up to date on design trends, platforms, tools, and best practices.

## Preferred qualifications/skills:

- Expert skills at visual storytelling using illustrations and iconography.
- Online portfolio (a must) demonstrating strong visual skills (a good mix of Graphic, interface, and brand design).
- Expertise in one or more of the following design tools: Adobe Photoshop, Adobe Illustrator, Figma, Sketch.
- A strong urge to learn new skills and the ability to unlearn, when necessary.
- In-depth knowledge of typography, iconography, color, space, and grids.

- Ability to strongly articulate your design work and rationale to your peers and cross-functional team.
- Around 5 years of experience in graphic/visual design, with working experience on websites, marketing collaterals, ad and such.
- Ability to create videos is a huge plus.

**We offer a competitive salary, equity, and a quality health insurance plan.**

