

## MAKER BHAVAN FOUNDATION

Maker Bhavan Foundation is a brand of STEM Shiksha Foundation

Job Description

### VISUAL STORYTELLER & BRAND DESIGNER

**Location:** Remote / Mumbai (Hybrid)

**Reporting to:** Head of Communications

**Team:** Communications & Marketing

**Experience:** 0–2 years (Fresh B.Des welcome)

**Engagement:** Full-time

**Apply to:** [Click here to apply!](#)

### STEM Shiksha Foundation

STEM Shiksha Foundation is a not-for-profit organisation registered as a Section 8 Company under the Companies Act, 2013. The Foundation owns the brand name Maker Bhavan Foundation (MBF) and operates under this brand name. MBF is on a mission to transform India's 2 million annual engineering graduates from passive learners into confident makers, inventors, and problem-solvers. We believe India's path to a \$30 trillion economy runs through a generation that builds, not one that simply executes.

Our programs span 24+ Tinkerers' Labs across India, and we work with various higher education programs on various other programs. Through Project PRACTICE — in partnership with AICTE — we are scaling this ecosystem to 1,000 colleges and 5 lakh students by 2028.

**This is an organisation for people who want their work to matter.**

### THE ROLE

We are not looking for a graphic executor. We are looking for a Visual Storyteller — someone who understands that every pixel, every layout, every colour choice is a chance to deepen belief in a mission.

As our Visual Storyteller & Brand Designer, you will be the creative eye and hand behind everything the Foundation puts into the world — from social media carousels that inspire students to apply, to impact reports that move donors, to presentation decks that win government partnerships. You will work at the intersection of brand identity, digital design, and content storytelling.

*This role is ideal for a freshly minted **B.Des** graduate **with the hunger to own a brand's visual language from day one** in a fast-moving, high-purpose environment.*

### KEY RESPONSIBILITIES

#### 1. Brand Identity & Visual Language

- Become the custodian of the Foundation's visual identity-colour, typography, iconography, layout - and ensure it is applied consistently across every touchpoint
- Assist in evolving the brand system as the Foundation grows
- Create and maintain a living design system (templates, style guides, asset libraries) that the wider team can use independently
- Ensure every designed output-however small-feels bold, purposeful, and rooted in the maker spirit

## 2. Digital Content & Social Media Design

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- Design high-impact visual assets for LinkedIn, Instagram, X, and YouTube: carousels, reels graphics, stories, infographics, and event creatives
- Collaborate with the communications team to translate stories, data, and milestones into scroll-stopping visual content
- Build and maintain a content template library so posts are quick to produce without sacrificing quality
- Support the design of email newsletters, campaign microsites, and digital presentations

## 3. Print & Collateral Production

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- Design and produce print-ready mechanical files for physical collateral: brochures, banners, event signage, merchandise, and reports

## 4. Content Sourcing, Visual Storytelling & Documentation

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- Work closely with programme teams to source raw material — student photos, workshop footage, field stories — and transform them into compelling designed content
- Build a living archive of visual assets, photography, and impact imagery that reflects the real energy of the maker movement

## WHO WE'RE LOOKING FOR

### Experience & Background

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- A freshly completed Bachelor of Design (B.Des) from a recognised design institute — 0 to 2 years of experience
- A strong portfolio that demonstrates both visual rigour (typography, layout, colour) and conceptual thinking (the story behind the design)
- Experience or coursework across both digital and print formats — you understand how design behaves differently across screens and paper
- Prior internship or project work in brand design, communications design, or UI/UX is a plus, not a requirement

### Skills

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- **Figma:** proficient in components, auto-layout, design systems, and prototyping
- **Adobe Creative Suite:** strong working knowledge of Illustrator, Photoshop, and InDesign
- **Motion basics:** familiarity with After Effects or Canva animations is a welcome bonus
- **Print production:** you know what a bleed is, how to set up crop marks, and what CMYK means for physical output
- **Visual storytelling:** you can look at a student's field photo or a lab milestone and know exactly what the designed story should say
- **Communication:** you can articulate design decisions to non-designers — and take feedback without losing your creative nerve

### Mindset & Values

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- You are motivated by the Foundation's mission — you believe design can change what people feel about education, innovation, and possibility
- You sweat the details: kerning, alignment, hierarchy. You notice when something is off, even when others don't
- You take initiative: you don't wait for a brief to propose a better way to show something

- You can handle pace and ambiguity — we move fast, programmes evolve, and priorities shift with programme cycles

## WHAT WE OFFER

- A front-row seat to one of India's most ambitious efforts to reshape engineering education
- Mentorship from senior communications and design professionals who want to invest in your growth
- Exposure to a national network of innovators, educators, and industry leaders-the kind of exposure that compounds quickly
- A small, high-trust team where your creative instincts shape how an entire movement is perceived
- Flexible, hybrid/remote working environment with a results-first culture

## HOW TO APPLY

Fill the form to apply.

Click the [link here](#) to apply!

*The successful candidate will be employed by STEM Shiksha Foundation, and will receive an offer letter and statutory benefits accordingly.*

[www.makerbhavanfoundation.org](http://www.makerbhavanfoundation.org)