

# Design Lead - Founders office

**Position:** Design Lead (fulltime)

**Location:** Delhi (In Person) office at World Trade Center Narouji Nagar

**Company:** Hrim Innovation LLP

**Experience Level:** 3+ years across design research, product, brand, and experience design and similar fields

**Educational Background:** Degree in design (communication, product, experience, UX/UI or related)

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## ABOUT HRIM

Hrim is an innovation company that specializes in 0-1 journeys with a portfolio of internal and external products. We create products and services that are unique, meaningful, and audacious.

<https://www.hriminnovation.com/>

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## THE ROLE

A Design Lead working directly with the founders on high-stakes projects. You'll move between strategy, research, brand, product, and experience design—whatever the moment demands.

## What will you do?

- **Design new products from scratch** — research, experience, interface, and prototype
- **Create pitch decks that close deals** — strategic narratives, not templated slides
- **Build brand identities** — visual systems for new ventures
- **Run research that shapes decisions** — interviews, synthesis, actionable insights
- **Design internal tools** — dashboards, workflows, documentation
- **Produce launch assets** — landing pages, social content, campaigns

## Required Skills

- **Strategic Design** : Business goals into design opportunities. Problem framing.
- **Design Research**: User interviews, synthesis, journey mapping.
- **Experience Design**: End-to-end journeys across digital and physical touchpoints.
- **Product & UX**: Wireframes, UI, design systems, prototyping.
- **Brand & Visual**: Identity systems, typography, color, assets.
- **Communication**: Pitch decks, data visualization, visual storytelling.

## Required Tools

Proficiency in industry-standard tools like Figma, Adobe Creative Suite, Framer, Miro, and AI tools like Midjourney, ChatGPT, Gemini, Runway etc.

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## CANDIDATE REQUIREMENT

### What We're Looking For

- Degree in design (communication, product, experience, UX/UI or related)
- 3+ years across strategy, research, product, brand, and experience design
- Portfolio with range and depth
- Comfort with ambiguity
- Clear communication
- Self-direction
- AI fluency

### Bonus Points

- Founder's office or chief of staff experience
- Vibe coding (Cursor, Replit, Lovable, v0)
- Motion design or video editing

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## WHY THIS ROLE?

**Challenge**: Undefined problems, no playbook.

**Innovation**: 0-1 products that don't exist yet.

**Leadership:** Learn how design connects to business strategy. Sit where decisions are made. Grow into design leadership.

Not for everyone. For designers who are ready to grow fast.

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## **HOW TO APPLY**

Send to [careers@hriminnovation.com](mailto:careers@hriminnovation.com) :

1. Your CV
2. Your portfolio
3. A 1–2 minute video essay about the most challenging design project you undertook

No cover letter.