Job Description Template for

DESIGN MANAGER

Job Title: Design Manager

Industry: [Insert Industry – e.g., BFSI, ITeS, Healthcare, etc.]

Location: [Insert Location]

Salary Range: [Insert Salary]

Department: [Insert Department]

Work Hour Allocation: [Insert Details]

POSITION OVERVIEW

As a Design Manager, you will lead creative and strategic design initiatives, overseeing teams that develop innovative visual solutions aligned with brand and business goals. This role bridges creative vision and operational execution, ensuring delivery excellence and design integrity across all projects.

ABOUT THE ORGANIZATION

[Insert Industry-Specific Insights] [Customize this section with a company overview: mission, values, and relevance to the target industry such as FMCG, Healthcare, Fintech, BFSI, etc. Highlight what sets the company apart, such as innovation in design-led strategies or user-centric design philosophy.]

LEVEL OF EXPERIENCE / EXPERTISE REQUIREMENTS

(Use as per requirement)

- **Mid-Level (3–5 years)**: Lead projects, coordinate with cross-functional teams, ensure visual consistency, and mentor junior designers.
- **Senior Level (6+ years)**: Define design strategies, manage multiple design teams, oversee large-scale campaigns, and drive innovation across brand touchpoints.

JOB PROFILE SPECIFIC QUALIFICATION

(Add more if required)

- Bachelor's or Master's degree in Graphic Design, Visual Communication, UI/UX Design, or related field.
- Proficiency in design software (Adobe Creative Suite, Figma, etc.).
- Portfolio showcasing leadership in design and cross-functional collaboration.
- Certifications in design management or design thinking are a plus.

ROLES AND RESPONSIBILITIES

(Use as per level of expertise you require)

- Develop and maintain brand visual language and design systems.
- Lead design reviews, provide constructive feedback, and ensure quality assurance.
- Collaborate with marketing, product, and engineering teams to align on deliverables.
- Manage project timelines, resource allocation, and creative output.
- Monitor design trends and implement innovative design solutions.
- Ensure accessibility and usability standards are met in all designs.
- Mentor, inspire, and grow the design team to build a high-performing creative culture.

Skills Required (Technical + Behavioral):

- Advanced proficiency in design tools (Illustrator, Photoshop, InDesign, Figma, Sketch)
- Experience in UI/UX principles and responsive design
- Leadership, team collaboration, and stakeholder communication
- Strong visual storytelling and problem-solving capabilities
- Attention to detail, project management, and time prioritization
- Adaptability to fast-paced and feedback-driven environments

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