



Product Designer Internship

Role Overview:

As a Product Designer Intern at FreeStand, you will play a pivotal role in shaping the user experience and interface of our platform. You will work closely with several teams to understand business objectives, user needs, and technological constraints, translating them into intuitive and visually compelling designs.

Key Responsibilities:

1. **UI/UX Design:** Design intuitive and visually appealing user interfaces that enhance user engagement and drive product adoption, while adhering to brand guidelines and design principles.
2. **Communication Design:** Craft compelling content that effectively communicates key messages and brand identity.
3. **Wireframing and Prototyping:** Create wireframes, user flows, and interactive prototypes to visualize and iterate on design concepts, ensuring a seamless user experience.
4. **Design Strategy:** Collaborate with the business team, engineers, and other stakeholders to define design requirements and develop a cohesive design strategy aligned with business goals.
5. **Documentation:** Produce comprehensive design documentation, including design specifications, style guides, and interaction guidelines, to facilitate collaboration and ensure design fidelity throughout the development process.
6. **Cross-Functional Collaboration:** Collaborate closely with engineering teams to ensure seamless implementation of designs, providing support and guidance as needed.

Desired Skills and Experience:

1. **Design Tools:** Proficiency in design and prototyping tools such as Figma.
2. **UI/UX Principles:** Strong understanding of user-centered design principles, information architecture, and interaction design, with a keen eye for detail.
3. **Communication Skills:** Excellent verbal and written communication skills, with the ability to articulate design concepts and rationale to diverse stakeholders.
4. **Problem-Solving:** Proven ability to solve complex design problems and make data-driven design decisions, balancing user needs, business objectives, and technical constraints.



Perks and Benefits:

1. **Stipend:** Rs 12,500 - 20,000 per month
2. **Pre-Placement Offer (PPO):** Opportunity for a full-time position after a successful internship based on performance.
3. Opportunity to work with a dynamic team of industry experts and innovators in a fast-paced startup environment.
4. Flexible work arrangements and a culture that values work-life balance.

About Us:

FreeStand is a pioneering force in the FMCG industry, offering a cutting-edge marketing solution designed to elevate product sampling campaigns. Our innovative platform empowers FMCG brands to harness actionable insights from sampling initiatives, driving unparalleled engagement and fostering consumer loyalty.

In addition to our groundbreaking SaaS platform, FreeStand has expanded its horizons to become a dynamic marketplace, uniting brands and vendors to facilitate full-funnel sampling experiences. By aggregating diverse stakeholders, we enable seamless collaboration and unlock limitless possibilities for brand growth and consumer engagement.

At FreeStand, you will be a part of a fast-paced growth environment led by a very passionate tech-focused team.

How to Apply:

Join us on our mission to transform product sampling and make a meaningful impact in the FMCG industry. If you're passionate about design and thrive in a collaborative and fast-paced environment, we'd love to hear from you.

Please send the following:

1. **Your resume & portfolio**
2. **Send a video explaining your design methodology, your experience *[Be as detailed as possible, time limit 05 Mins]***

Send the above in an email with the subject line which includes - "Product Design Intern" to the following:

Mohit Passan (mohit.p@freestand.in) with a copy to:

Konark Sharma (konark@freestand.in) Kavach Chandra (k@freestand.in) & Apurva Sharma (apurva@freestand.in)