

**Dr.Reddy's Laboratories:** Dr. Reddy's Laboratories Ltd. (NYSE: RDY) is an integrated global pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services and Active Ingredients, Global Generics and Proprietary Products – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Major therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infective. Major markets include India, USA, Russia-CIS and Europe apart from other select geographies within Emerging Markets. For more information, log on to: [www.drreddys.com](http://www.drreddys.com)

**Role:** Senior Design Specialist

**Reporting To:** Head - Corporate Strategy

**Location:** Corporate Office, Banjara Hills, Hyderabad

**Context:**

This is a new role to support our corporate branding and transformation initiative. It will provide a unique **opportunity to galvanize our organisation in delivering our promise to customers and towards building a distinctive Dr Reddy's brand.** This initiative is aligned with our constant endeavor to consistently meet customer expectations and build a **unique corporate brand** that reflects this in essence.

Design based on **simplicity and user experience** is a key element of this transformation. We are looking for skilled designers (or people with liberal arts background) who are **passionate about** using **design** to inspire our 16000+ colleagues and external stakeholders. The role **will involve working closely with CEO, COO, Management Council (MC) and other senior leaders.** Apply if you have the skills and passion to be part of this exciting journey ahead!

**Key Responsibilities**

1. Support design of key collaborative & visual media such as an intranet site, a micro-site, corporate website and other similar platforms
2. Ensure design solutions are aligned to strategic objectives of the medium. Assist in synthesis of complex information into simple design solutions. Coordinate with business and key front line staff to take feedback/requirements from customers.
3. Work with globally reputed consultants/agencies to develop interactive design concepts. Ensure translation of creative briefs and user experience documentation into engaging visual design.
4. Oversee development of proof of concepts (pilots/demos/storyboards/mock-ups) of site design, page layouts, Web page templates, site navigation, interactive elements and video
5. Work with agencies and IT team to ensure interaction and visual design is consistent with user interface requirements and usability best practices
6. Ensure visual content developed is consistent with established brand guidelines. Work with corporate communications team to define design style guides and specifications for development teams.
7. Participate in branding discussions, brainstorm creative concepts, and ensure creative elements are aligned with desired strategic outcomes

8. Coordinate amongst International agencies, CEO, COO, MC members, business leaders, senior leaders, corporate communications and development teams to ensure timely progress and project closures.

### **Operating Network**

**Internal:** CEO, Senior Leaders, IT Team, Corporate Communication Team, HR Team

**External:** International consultants/agencies, freelance design consultants, development teams, project managers, and others involved in design projects

**Technical Requirements:** Strong design capabilities and user experience perspectives. Good taste to differentiate good and mediocre design work. Understanding of possibilities and limitations of the web space. Familiarity with standard principles, practices and procedures of UI design will be useful.

**Educational Qualifications:** Diploma/degree in design/creative faculties from a good institute (Reputed design schools) is desirable. Alternatively a degree/diploma in liberal arts is also acceptable.

**Experience Required:** Minimum 4-7 years experience. Experience in interactive human design/creative web design preferred.

### **Key Personal Attributes**

- Excellent communication skills, strong conceptual and creative skills
- Good listening and comprehension skills
- Ability to simplify & synthesis complex messages and content into inspiring design
- Self-motivated and can work with high energy levels in evolving situations
- Team player with the ability to be a strong creative contributor and collaborator

**Cost to Company:** To be discussed with candidate.

*All those interested in applying to this position are requested to send their updated CV's to **Diksha Chopra** at [dchopra@drreddys.com](mailto:dchopra@drreddys.com) with the subject line stating: Application for the Senior Design Specialist Role. Any further queries of the position can be addressed at the following contact number: +91 - 8790995672*