

Packaging Designer for ayzh

About ayzh

ayzh is a social enterprise that develops and distributes low-cost, appropriate technology designed to meet the unique needs of women and health institutions in low-resource settings, targeting the time around childbirth. Through the sale of our customisable “kit style” products (namely our Clean Birth Kit- JANMA), our sustainable and scalable model increases availability and access to proven health commodities, while providing economic opportunity to local Indian women who package and assemble our products.

The “SHISHU” Healthy Newborn Kit is the latest innovation from ayzh on the continuum of maternal and newborn healthcare. The kit prevents newborn deaths associated with hypothermia, infection, and asphyxia by empowering healthcare workers and mothers with tools and information for essential newborn care through the birthing process and first 7 days of life.

The contents of the kit adhere to the WHO recommendations to ensure the “clean chain” for infection reduction, the “warm chain” for thermal care and early feeding support; essential to early neonatal health care. ***The United Nations recognises our kit as a “high impact commodity that can improve newborn health and survival.”***

About the Job

ayzh is looking for a Packaging Designer to develop the packaging of SHISHU for the use of administering essential newborn care for 0-7 days of a newborn’s life, which starts at the health facility and continues at home. The packaging is crucial in terms of guiding appropriate usage behaviour, maintaining required sterility, and staging the usage to the advantage of mother and caregivers.

The Packaging Designer will be involved with the conceptualisation, material exploration for packaging, iterative development of prototypes by closely engaging with stakeholders in health setups, developing final design to production of this project. The Packaging Designer will also help develop collateral that will aid the appropriate use of the kit and provide assistance in the final large scale production of the packaging.

The internship will primarily be located in Bangalore.

Responsibilities

1. Design concepts based on understanding the ecosystem of use and the usage behaviour of the various stakeholders (nurse, mother, family members)
2. Iterative process for concept validation: engaging with all the stakeholders (mothers, doctors, nurses) to validate design concepts through low fidelity prototypes
3. Material exploration for high fidelity prototyping based on the ecosystem and stakeholder understanding
4. Informational collateral to aid the correct usage behaviour of the packaging
5. Final packaging design

Qualifications

The candidate will have skills in the following areas:

1. Background in packaging design with a strong understanding of brand/graphic design as well as a basic understanding of industrial design, taking projects from concept through completion
2. Brand, communication background
3. Experience across all phases of design from concept development, design, and production
4. Portfolio of design work showcasing packaging products
5. Sketching (digital and/or hand sketching) skills and idea development techniques to create and communicate concepts
6. Academic background in industrial/textile/product design

How to Apply

Please send a CV, cover letter, and references to Sanjukta Das at sanjukta@ayzh.com and IDIN at idin-opportunities@mit.edu with the subject line “ayzh packaging designer.” Your cover letter should include your reasons for interest in the project and what how you can contribute to the project (e.g. prior experiences relevant to the position). Please include the contact information (email and phone number) and nature of prior engagement for two professional references in your application.

This is a regular full-time position and will preferably start from February to April 2016. In addition, IDIN would be happy to work together with the candidate to support other additional finances, including travel expenses for international applicants.