

Minijob | Internship | Bachelor-Thesis | Master-Thesis

Topic: Developing a branding strategy for medical startups

The Foundation for Medical Innovations and the Medical Innovations Incubator GmbH specialize in fostering medical innovation. Since our founding in 2014, we have been working closely with particularly promising innovation projects and startups from the medical life sciences (medical devices, diagnostics, pharmaceuticals). We develop novel qualification programs, such as the "4C Accelerator Tübingen", organize lecture series ("Wie kommt das Neue in die Medizin?") and establish partner networks. For this holistic and unique approach, we were nominated for the Rudolf Diesel Medal 2022, Germany's oldest innovation award. See:

- <https://mi-incubator.com>
- www.linkedin.com/company/medical-innovations-incubator/

We are looking for an intern, working student or graduate for a bachelor/master thesis. Knowledge in the medical fields is not required.

Your task ...

You will be a key part in designing brand identities and digital projects in collaboration with an international team of creatives that is serious about having fun. Your ability to bring your vision and concepts to life will not only be welcomed but celebrated.

- Establish the look and feel for brand identities and websites
- Manage and direct a design team towards a visually enticing, easy to use, and emotionally engaging outcome
- Generate clear ideas, concepts and designs of creative assets from beginning to end
- Juggle multiple projects while effectively managing timelines and expectations
- Make sure serious design standards are met
- Work collaboratively with other designers to ensure a consistent brand experience
- Staying in the loop and on top of the latest standards, changes, trends in visual design field
- Become an essential part of our team and be serious about having fun

Your qualification...

- Bachelor's/Master's degree in graphic design, communication design, digital design, media management, corporate communications, marketing, communication science, business administration or comparable
- The ability to refine other people's ideas and come up with new ones to create a high quality visual experiences
- Well organized, responsible & dedicated, with the ability to work on multiple projects & deliver refined designs in short time
- Self-learning, able to learn new tools quickly and work in a fast evolving environment
- Advanced skills in Figma, Adobe Illustrator, Photoshop and other relevant design tools
- Experience with transitions, animation, motion design and dynamic interaction

Your personality...

- Passion to roll up your sleeves and get things done.
- High level of responsibility, independent working style
- Entrepreneurial thinking - "Your project, your baby"
- Analytical and empathic approach with simultaneous doer qualities.
- Good German and English skills

We offer...

- Be part of a small team that cares about good work culture
- Work on purpose-driven projects and aspire to win awards
- Inspiring, dynamic, entrepreneurial environment with GREAT teamwork
- Enjoy the benefits of a flexible work life and home office options
- State-of-the-art methods (e.g. Design Thinking, SCRUM, Kanban)
- Challenging innovations, start-ups & clients

This position has a minimum duration of 3 months. If you are interested, we look forward to receiving your application (letter of motivation, CV, references, salary expectations) in electronic form as a PDF via Mail: haemmerle@mi-incubator.com