Brand Designer

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Company: BLOCKCHAIN

Location: Buenos Aires

Category: other-general

Blockchain.com is the world's leading software platform for digital assets. Offering the largest production blockchain platform in the world, we share the passion to code, create, and ultimately build an open, accessible and fair financial future, one piece of software at a time.Position Overview:

We are looking for a skilled Brand Designer with 3-5 years of experience to help elevate and expand upon our existing brand identity. The ideal candidate will have a strong foundation in graphic design, experience in web design, and a keen eye for detail. They will collaborate closely with our marketing and product teams to create visually stunning assets that resonate with our target audience.

Key Responsibilities:

Develop and maintain brand guidelines to ensure consistency across all touch points.

Conceptualize and create engaging visual assets for various marketing materials, including but not limited to digital ads, social media graphics, and email campaigns.

Expand on the existing brand identity through thoughtful exploration and iteration.

Design and optimize landing pages to optimize top of funnel conversion.

Create illustrations and other custom graphics to support marketing and product initiatives.

Requirements:

3-5 years of experience in graphic design, with a focus on brand development and digital

marketing.

Proficiency in Adobe Creative Cloud (Photoshop, Illustrator), Figma, and other relevant design tools.

Strong portfolio showcasing a range of design projects, including brand identity, website design, and illustration.

Experience working with web development teams to implement design concepts.

Excellent communication and collaboration skills with the ability to present and explain design concepts to stakeholders.

Bonus:

Experience in the crypto industry or a strong interest in blockchain technology.

Proficiency in video editing software (e.g., Adobe Premiere Pro, Final Cut Pro).

Familiarity with tools such as Framer, Webflow, or other no-code website builders.

Ability to adapt quickly to evolving priorities and tight deadlines in a fast-paced environment.

COMPENSATION & PERKS:

Full-time salary based on experience and meaningful equity in an industry-leading company

Remote working options and awesome office location in the heart of Buenos Aires

Unlimited vacation policy; work hard and take time when you need it

Apple equipment

The opportunity to be a key player and build your career at a rapidly expanding, global technology company in an emerging field

Flexible work culture

Blockchain is committed to diversity and inclusion in the workplace and is proud to be an equal opportunity employer. We prohibit discrimination and harassment of any kind based on race, religion, color, national origin, gender, gender expression, sex, sexual orientation, age, marital status, veteran status, disability status or any other characteristic protected by law.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, and apprenticeship. Blockchain makes hiring decisions based solely on qualifications, merit, and business need at the time.

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