



About Lateam Partners

Lateam Partners is a premier recruitment agency specializing in hiring top **English-speaking** talent in **Latin America** for U.S.-based companies. We connect skilled professionals with dynamic opportunities, offering competitive salaries, career growth, and the chance to work with leading international businesses.

By joining Lateam Partners, you gain access to **exciting remote roles, a supportive work culture, and ongoing professional development**. We pride ourselves on matching top-tier talent with high-quality employers, ensuring a rewarding experience for both candidates and clients.

If you're looking to advance your career with **a stable, well-paid, and growth-oriented opportunity**, apply today and become part of our thriving network!

www.lateampartners.com

Job Title

Senior Designer

Location

Remote

Client

Undisclosed

Job Summary

We are looking for a talented and experienced Senior Designer for Lifecycle Marketing to join our dynamic marketing team. The Senior Designer will play a specialized role in developing visually engaging and impactful designs for our lifecycle marketing campaigns, aimed at driving customer engagement and retention. This role, reporting to the Lifecycle Marketing Manager, requires a creative individual with a keen eye for design & detail, a strong understanding of branding and marketing principles, a deep understanding of email marketing best practices, and

the ability to collaborate effectively cross-functionally with teams in Sales, Product, Marketing, and Creative.

Responsibilities

- Conceptualize and design visually compelling assets for lifecycle marketing campaigns across various channels, including email, social media, and in-app messaging.
- Collaborate with the web & product teams to translate campaign objectives and messaging into creative designs that resonate with our target audience.
- Ensure all design work aligns with the company's brand guidelines and reflects a cohesive brand identity.
- Optimize email designs for mobile responsiveness and deliverability to ensure a seamless user experience across all devices.
- Under the direction of the Lifecycle Marketing Manager, Conduct A/B testing on design elements to improve campaign performance and drive higher open and click-through rates.
- Stay up to date with email marketing trends and best practices to continually enhance the effectiveness of our email campaigns.
- Strong communication skills about design choices and thinking, rooted in best practices & strategy.
- Work closely with copywriters, marketers, and other team members to create integrated campaigns that deliver consistent brand experience.
- Manage multiple projects simultaneously and meet tight deadlines while maintaining high-quality design standards.

Qualifications

- Bachelor's degree in graphic design, Visual Communications, or a related field; additional certifications or training in marketing design and email marketing is a plus.
- 5+ years of experience in graphic design, with a focus on email marketing and advertising.
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma and the email platform HubSpot. and familiarity with email marketing platforms and design tools.

- Ability to create assets, typography, and design libraries in Figma
- Strong portfolio showcasing a range of design work, including examples of marketing campaigns and templates. A plus if results and business impacts can be provided as part of the showcase.
- Excellent communication and collaboration skills, with the ability to work effectively in a team environment.
- Experience working in a fast-paced and deadline-driven environment, preferably in the technology or e-commerce industry.

Apply to this position

<https://forms.monday.com/forms/6f43e441a98a43154090ba9322b9091d?r=use1>