

# Colombia Jobs Expertini®

## Web & Graphic Designer - Latam

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Company: Sagan

Location: Bogotá

Category: other-general

### **Job Title: Web & Graphic Designer - Latam**

**Location:** Remote (CST Timezone)

**Working Schedule:** Monday - Friday, 8 AM to 5 PM CST

### **About Us:**

Our company is an emerging leader in the digital marketing space, helping small businesses maximize the marketing potential of the web and drive more customers through comprehensive strategies tailored to their customer's emotional buying journey.

### **Role Overview:**

The Web & Graphic Designer will be tasked with creating custom website, logo, and graphic designs based on client-specific goals and preferences. Designs will be used to build custom websites for our clients and enhance their marketing efforts. The right candidate will be able to take instruction from our Project Management team as well as ongoing feedback to create designs that meet the expectations of our clients.

The company succeeds through delivering the highest level, personalized service experience and the Web & Graphic Designer is pivotal to that goal. By going above and beyond to proactively solve our customer's needs, the Designer ensures the company's future success.

### **Responsibilities:**

#### **Website Design**

Usage of Figma to create basic page designs for building in WordPress using Divi Builder

Mastery of visual and website-specific design fundamentals

Create designs that are attractive while also geared toward conversion goals

Stay up to date with design trends and technical improvements in the marketing space

### **Project Management**

Utilizing company project management tools to track progress and identify outstanding tasks.

Provide updates on progress and set expectations for the completion of projects

Collaborate with Web Project Manager on process documentation for design projects

### **Communication**

Directly work with clients to guide them through branding & design ideation to develop logos, branding, and website designs.

Ability to interpret complex concepts from clients to create designs that match expectations

Be comfortable asking for clarification and questions based on the instructions provided

Comfort taking tough feedback constructively

### **Logo, Graphic and Ad Design**

Ability to take client feedback and attributes to create multiple logo samples that achieve the goals of the client.

Knowledge of how to create captivating marketing visuals that appeal to a target audience and their needs.

Knowledge of different digital marketing mediums and how to create graphics/ads that fit the platform

### **Areas of Accountability**

Productive design calls leave clients excited about the process

Attractive website designs created quickly in Figma

Swift turnaround of logo designs

Quick turnaround of ad and other graphic images

Keeps strong records of all projects

### **Key Qualifications:**

**Requires proficiency in English for effective communication.**

**Proficiency in Photoshop and Asana is required.**

**Experience designing WordPress websites in Figma**

Logo design experience

Understanding of the digital marketing ecosystem

Knowledge of Conversion Rate Optimization for websites

Ability to interpret design requests and feedback

### **Nice to Have:**

**Ads Platform Familiarity, specifically Google, Microsoft & Facebook specifically  
what sizes of images are relevant**

**WordPress Administrative Familiarity**

Ability to create GIFs

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### **Cross References and Citations:**

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