

Trade

Meet Us

At Trade (www.drinktrade.com), we believe that anyone can make great coffee at home when they have access to roasts and tools tailored to their preferences. So we've curated over 500 coffees from 60+ small-volume roasteries around the USA, and we pair each customer with their perfect match through a simple online quiz. The result? Our customers have been obsessed, ordering over 9-million bags of coffee to date. Now, Trade is poised to accelerate our growth as the premier online destination for the \$14-billion at-home coffee market... and we need your help.

The Role

Do you regularly annoy your pals with oddly specific opinions on pixel density, letter kerning and HEX codes? Does your "for-you" page double as a mood board when you're in a creative rut? Are you incapable of simply enjoying a day out of the house without debating the benefits of Figma vs. Photoshop with your subconscious?

We want ... scratch that ... NEED to meet.

Our Senior Designer (future you?) will play an integral role in shaping and defending our brand identity across all digital touchpoints...plus the occasional physical one. Reporting directly to the Executive Creative Director, you will leverage your expertise in graphic design, UI design, and digital marketing to create visually captivating content and campaigns. Your role will be instrumental in driving engagement, building brand loyalty, and elevating the overall customer experience.

Someone who's collaborative, who soaks up responsibility, and who's detail oriented is a must. Someone who loves coffee is not (but it doesn't hurt).

What You Will Do

- Conceptualize and design compelling assets including website content, landing pages and UI designs, email newsletters, social media assets, and other marketing collateral.
- Collaborate with the marketing team to bring engaging CRM strategies to life, designing targeted email campaigns and flows that effectively communicate brand messaging and promotions.
- Utilize your understanding of social media platforms and trends to create visually impactful content tailored to each platform's unique audience.
- Design print collateral for new customers, seasonal specials and ongoing promotions.
- Work closely with cross-functional teams including marketing, operations, and developers to ensure design consistency and alignment with brand guidelines.
- Stay updated on industry trends and best practices in digital design, incorporating innovative techniques to enhance user engagement and conversion.

You have...

- **Design portfolio and resume required**
- Bachelor's degree or equivalent experience
- 6+ years experience in marketing/brand/UI/advertising design role with a digital focus
- Passion for designing, and iterating on, groundbreaking, digital work
- Expertise in Figma, Adobe Creative Suite, and/or equivalent tool of choice
- Extensive knowledge of UI/UX principles with the ability to create designs for web and mobile interfaces
- Knowledge and interest in designing for social networking platforms
- On the cutting edge of the latest trends and best practices
- Photography, motion design, video editing, and HTML/CSS expertise are each a bonus
- Ability to manage multiple priorities while being organized and detail-oriented

You'll be successful in the role if...

- You are a strong and collaborative partner
- You have a strong entrepreneurial spirit

- You are always looking to improve your environment and take things from good to great
- You are detail-oriented in everything you deliver from email designs to a new component
- You can shift with ease between projects, while maintaining focus on given priorities

Office Guidelines

The office is open and available for all Monday through Friday. We ask all team members to be in office a minimum of 3 days a week to build a collaborative environment and foster an in-person culture we are proud to have. The office policy is subject to change at company discretion.

As part of the Trade team, you'll get...

- To be involved in the growth of a profitable company with an experienced leadership team and a mission-driven and values-based culture that permeates everything we do.
- An opportunity to grow, learn and leave your mark on our growing organization.
- Mentorship from the Executive Creative Director and the leadership team.
- \$500 a year to spend on amazing coffee!
- Competitive salary and unlimited vacation.
- Best-in-class health benefits and 401K.
- Trade is committed to fair and equitable compensation practices. Salary ranges are determined through alignment with market data. Base salary offered is determined by a number of factors including the candidate's experience, qualifications, and skills.