

Digital Designer

ISTANBUL, TURKEY / MARKETING DESIGN / HYBRID

Before jumping in on all the information about the role and what you can bring to the table, let us introduce ourselves real quick.

About us

Hi there! We are Insider, a B2B SaaS company that drives growth for its clients around the world. How are we achieving this? We are connecting data across channels, predicting future behavior with AI, and individualizing experiences from a single platform with the fastest time to value.

We announced that we unlocked our unicorn status after our Series D round. We are backed by top-notch investors including Sequoia Capital, QIA, Riverwood, Endeavor Catalyst and trusted by 1000+ brands from high-growth startups to the most prestigious Fortune 500 companies such as Singapore Airlines, Virgin, Nestle, Nissan, Samsung, Lenovo, Puma, MediaMarkt, IKEA, Allianz, Santander, Dominos, Avon, CNN, and the list goes on.

We are the #1 Leader everywhere! We are recognized as a leader in The Forrester Wave™ for Cross-Channel Campaign Management in Q3, 2021. We are also named a leader in 2021 Gartner® Magic Quadrant™ for Personalization Engines. But wait, there is more. For 21 quarters in a row, we've been ranked as a leader in G2 Mobile Marketing, Personalization, Customer Data Platform, and Customer Journey Analytics Grids.

We are also proud to become one of the very few female-led B2B SaaS unicorns in the world.

Behind all these achievements, there is an exceptionally talented and passionate team across 28 countries that moves fast and agile, creates cutting-edge products, and focuses on making an impact. If you want to join us in this journey, just keep reading.

We are looking for a creative brand and marketing-focused designer to join our team! As a part of the Insider global design team (aka The Insider Creative Studio), you will be working at a high-growth, fast-paced startup, meaning you need to be both creative and passionate about design but also flexible and adaptable to rapidly changing task priorities and workload.

Designers at Insider are passionate about developing a deep understanding of our customer's needs and problems and by doing so, create innovative design solutions that communicate how our product makes their working lives easier. Designers work across a variety of digital marketing channels with a majority focus on digital marketing assets, making sure new and existing projects adhere to our creative brand standards.

As a Digital Designer, you will partner closely with the design, marketing team, and development team — including the Head of Design, SVP of Marketing, Regional VPs, and Marketing Managers — across 26 regions to design engaging creative to build brand awareness for Insider, driving our sales and growth.

What we expect to see:

- Strong creative thinking and communication skills!
- Ability (and desire) to wear many hats in the design realm — digital, web design, interactive reports/ebooks, ads/social media posts, infographics, video storyboarding, presentations, print materials, events, experiential design, and branding
- Confident, motivated with a proactive approach and a can-do work ethic
- An interest in the latest design trends, technology, and social media
- Energetic with a sense of humour — positive attitude is a MUST

Must Haves

- 3+ years of graphic design experience with a strong portfolio of digital design work to showcase creativity and experience (experience working with SaaS B2B companies or at a high-growth startup is a plus)
- Strong knowledge of industry tools, with epic knowledge of Figma and Adobe Creative Suite
- Ability to manage flexibility and adaptability to changing task priorities and workload in a fast-paced startup environment
- Experience working on multiple projects at once, ensuring all designs are on-brand
- Develop original — on brand — design concepts and oversee multiple projects at once through execution
- A solid understanding of web design — transforming wireframes into an intuitive user interface
- Working with the web development team to oversee the smooth implementation of new web designs and components
- The ability to both work autonomously and as part of a team – you'll need to do both here. We want someone who can get marching orders and go, as well as communicate and collaborate.
- A strong eye for detail — for real
- Creative horsepower. Experience in motion graphics is a plus!

Hold on! Life's a two-way road! Here's what you'll enjoy while spending time with us (perks, anyone?)

- Mens sana in corpore sano! You'll enjoy delicious and healthy lunches, dinners, and afternoon snacks. Plus coffee and tea handy!
- We offer many hard and soft skills training to help you improve and challenge yourself thanks to our Learning & Development team.
- You'll have access to Udemy's business plan, where you can choose over 10,000 courses to satisfy your hunger for knowledge.
- You'll have space to share your skills and even deliver training and workshops if you wish. Sharing is caring!

- We'll provide you with a paid Spotify account subscription, so you can cozy up in your headsets cocoon whenever you want.
- You'll have a chance to work in an international, diverse, and inclusive environment
- You'll be part of an industry that's shaping the future of customer experiences. Still not sure? Just ask [Google](#).
- You'll be part of one of the most caring communities out there.

Now, a little bit about us

Insider is an integrated Growth Management Platform for digital marketers, but we're also known as data-geeks, trailblazers, or entrepreneurs. Our mission is to help marketers and brands across the globe deliver hyper-personalized customer experiences in multiple online channels. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste. Here's a little list with some cool things about us:

- We've been featured in the [Gartner Magic Quadrant for Multichannel Marketing Hubs 2020](#) and became the [#1 leader on G2Crowd's Mobile Marketing Software Grid](#) with a 4.7/5 rating based on 100% user reviews, 17 quarters in a row.
- Our new category (Growth Management Platform) was [backed by Sequoia Capital](#), one of the most prestigious venture capital funds in the world and recently we've closed our Series C round in a round led by Riverwood Capital.
- We were listed in 100 Hottest startups by WIRED magazine and our CEO and Co-Founder, Hande Cilingir, was ranked one of the top 5 women CEOs outside the US
- We partner with over 800 industry powerhouses including UNIQLO, Singapore Airlines, [Marks & Spencer](#), [Estée Lauder](#), [Virgin](#), [Samsung](#), [Carrefour](#), Dominos, Toyota, [Newsweek](#), [Avon](#), [MediaMarkt](#), AVIS, Allianz, [BBVA](#), [IKEA](#), and [CNN](#).
- We have offices in 25 regions, including Indianapolis, London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur.


Is this position made for you?

So let's talk! We're curious bugs and can't wait to get to know you.

We provide equal opportunity in a zero-discrimination workplace and not just welcome but also embrace everyone without regard to sex, race, color, nationality, religion, gender identity, sexual orientation, disability status, citizenship, or marital status.

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