



Company: Nudge.ai

Website: <http://www.nudge.ai>

Location: Toronto, ON Canada

Job Title: Visual Designer

Please send all inquiries to: marketing@nudge.ai

Who is Nudge?

Nudge is a data platform that enables leaders to build high-performance revenue teams. Nudge is a layer that sits on top of CRM and:

1. Automates contact capture and activity logging to save time, and improve the accuracy and completeness of CRM data
2. Tracks the strength of business relationships, identifying risks and opportunities within the revenue lifecycle
3. Helps a revenue team drive growth by focusing the team on the relationships that matter

Nudge was co-founded in 2014 by former Eloqua executives, Paul Teshima and Steve Woods. After having successfully guided Eloqua to a market leading position in marketing automation from \$0 to over \$100 million in revenue, then through IPO and acquisition by Oracle for \$957 million, Teshima and Woods recognized another massive challenge to solve – this time, however, it was with the revenue growth teams.

Role Description

We are looking for a thoughtful and passionate Visual Designer to join our Marketing Team. In this role, you will bring our voice and brand to life through engaging design. You will collaborate closely with marketing to drive successful campaigns based on content or events. Working in a dynamic team, you will be responsible for setting the tone of the brand and delivering and incorporating customer feedback into your design. The role requires a hands-on approach, working directly with customers, users, the development, sales, marketing and customer success team to create a strong, clearly communicated solution and brand.

- Play a key role in taking our brand and visuals to the next level while ensuring brand consistency across our website, social media, advertising channels and more
- Work collaboratively with Marketing and other teams (Sales, Business Development) to ideate and create various types of thoughtful, engaging content, including digital (landing pages, creative ad campaigns) and print (sales collateral)
- Develop a deep understanding of our users and buyers, recognize what's important to them, and how Nudge can bring value through the content you create
- Analyze user data to develop strategies to capture the interest of new leads while delivering a clear message
- Contribute to the creation of standard visual components and written content for company-wide use, ranging from landing pages to sales pitches
- A/B test your designs and focus heavily on conversion and top of funnel lead generation

Skills and Experience

- 2+ years of work experience as a visual designer, graphic designer, creative content producer, UI designer or a related position
- Strong visual design portfolio showcasing digital illustrations, marketing assets and responsive web design, animation and print experience is a plus
- Expertise working with industry-standard tools including Sketch, Photoshop, Illustrator, InVision, Zeplin and others
- Passion for design and creating delightful digital experiences
- Business-oriented mindset with a focus on increasing traffic, user base numbers, and revenues
- Data-driven approach to asset iteration to ensure effectiveness of marketing campaigns
- Driven, enthusiastic self-starter working to push the boundaries of creativity
- Experience working within cross-functional teams (Design, Development, Marketing, Sales) preferred
- Proven ability to work under pressure and meet deadlines
- Copy writing or content marketing experience are an asset
- Experience working with product teams is an asset