

## About Gumlet

Gumlet is a PeakXV (formerly Sequoia SEA)-backed, developer-first, and fast-growing global SaaS company from India, optimizing and delivering media files—images and videos—for websites and mobile apps. Trusted by 8,000+ clients, including Spinny, Pocket FM, Tata 1mg, Vero Moda, and Prothom Alo, Gumlet serves 3 billion media files daily across industries like E-commerce, News Media, EdTech, OTT, Travel, and more. By ensuring snappy load times and flawless performance, Gumlet empowers businesses to deliver exceptional media worldwide.

## Responsibilities

- Build and maintain brand design language.
- Create image & video content & motion graphics
- Collaborate with Sales and Marketing teams to streamline design requirements and ensure consistent branding across all materials.
- Analyze design briefs, understand project goals, and translate them into innovative design solutions.
- Brainstorm and conceptualize creative ideas for images & video content to meet the needs of the marketing and sales teams.
- Partner with Product Marketing, Digital Marketing, and Sales teams to create engaging and impactful design collateral.
- Develop creative assets for various platforms, including websites, social media, performance marketing, advertisements, blogs, case studies, landing pages, and more.
- Surprise us with fresh, visually captivating ideas to communicate key messages effectively.
- Find creative ways to represent product features and key information across all sales and marketing materials.
- Build and maintain a cohesive brand design language that aligns with the company's identity.
- Prepare rough drafts and present design concepts to stakeholders for feedback and approval.
- Update and refresh website graphics, icons, and other digital assets as needed.
- Design infographics for blogs, articles, case studies, and other sales collateral to enhance storytelling.
- Collaborate with copywriters and team members to deliver the final polished design.
- Ensure all designs are visually appealing, on-brand, and meet project specifications.
- Review final designs for accuracy, consistency, and quality before publication or printing.
- Stay up-to-date with the latest design trends, tools, and technologies to continually improve your work and the team's output.

## Skills And Qualification

- Proven Visual designing experience.
- A strong portfolio of illustrations or other graphics.
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- A keen eye for aesthetics and details.
- Ability to work methodically and meet deadlines.

## Education requirements

- A degree in Design, Fine Arts, or a related field is a plus.
- 2-4 years of prior experience with a proven success track record in deal closure roles in a target-driven environment, ideally in CRM/SaaS/High-Tech
- Excellent command of English (understanding, speaking, and writing)

**Join us**

- To work on one of the few world class DevTools SaaS companies in India
- To work with a global team which delivers 1 Bn optimized media files each day. (Google answers 6Bn queries / day)
- For the opportunity to work in a dynamic team that is async first and remote
- For an open learning environment with a lot of freedom
- For leadership opportunities in a very transparent, result oriented and fast growing team