

JOIN OUR TEAM

Senior Graphic Designer Visit our website blocklayer.co

Full Time (Remote)

Firm Description

Blocklayer is an accelerator built by web3 founders. Offering funding, mentorship and resources curated for web3 startups, we provide startups with the support they need to thrive.

Role Description

- Own the visual identity and brand system for the accelerator, fund and podcast
- Design social graphics, blog visuals, decks, one-pagers, pitch materials and event branding
- Create podcast thumbnails, episode covers and audiogram assets that perform on platform
- Build and maintain a scalable Figma library and templates for the team
- Collaborate with marketing on campaigns and landing pages, ensure design-to-dev handoff
- Maintain consistency across X, LinkedIn, Telegram and website while keeping the brand fresh
- Apply strong typography, layout and art direction, commission illustration or photography as needed
- Produce light motion for promos when helpful
- Manage multiple projects and deadlines with clean file hygiene
- Help with other ad-hoc fund activities when needed

Requirements

- 5+ years of design experience with a strong portfolio in brand and social design
- Expert in Figma and Adobe Creative Cloud
- Motion skills a plus, familiarity with After Effects or similar and basic video editing
- Experience building design systems and reusable templates for speed and consistency
- Understanding of crypto culture and audiences, with taste beyond short-lived trends
- Sharp attention to detail and ability to iterate based on performance data
- Excellent collaboration with content, growth and operations teams
- Ability to work in a fast-paced startup environment and own outcomes
- Ability to work on East Coast, USA hours

Application

- If you are interested, please send an email with your resume and any other relevant information with the subject line of “[Senior Graphic Designer] Name” to info@blocklayer.co