

# Senior Ad Creative Designer

Full-Time | Fully Remote | Marketing Team

## About Think Huge

Think Huge is a global fintech and technology group working across online trading, broker infrastructure, VPS hosting, fintech services, and digital products.

Our brands operate in fast-moving, highly competitive markets where strong creative can make the difference between being ignored and winning the click. We work with traders, brokers, fintech companies, partners, and online communities around the world.

We are remote-first, commercially focused, and highly collaborative. Our teams work across product, growth, design, content, paid media, partnerships, and sales — not in silos. We also believe in building a real company culture, with international expos, team meet-ups, industry events, and regular cross-team collaboration.

We are now looking for a **Senior Performance Creative Designer** to join our marketing team full-time. You will work alongside an existing designer and help us create sharper, bolder, higher-performing ad creatives across multiple brands and campaigns.

We're an AI first company. We expect you to have experience and hunger to lean into AI for your creative output.

## Role Overview

This is a senior creative role focused on **paid advertising, video content, and performance-led design**.

We are looking for someone who understands that great creative is not just about looking polished. It is about stopping the scroll, communicating quickly, matching the right message to the right audience, and driving measurable outcomes.

A major part of this role will be creating **video content for paid ads and social media**, including short-form ad videos, motion-led creatives, promotional clips, platform-native content, animated assets, product explainers, and campaign videos.

You will also create static ads, banners, social visuals, landing page assets, email graphics, thumbnails, and campaign concepts for Meta, Google, YouTube, LinkedIn, display, retargeting, and other digital channels.

This role is for someone with proven experience in **fintech, brokerage, trading, financial services, or finance-related branding**. That background is essential. You need to understand how to create compelling creative in a regulated, competitive, performance-driven environment.

## Key Responsibilities

- Create high-performing paid ad creatives across Meta, Google, YouTube, LinkedIn, display networks, email campaigns, landing pages, and other digital channels.
- Produce short-form video content for ads and social media, including promotional videos, motion graphics, animated creatives, product-led videos, reels, shorts, and platform-specific video assets.
- Edit and repurpose video content for paid campaigns, organic social, YouTube, Meta, LinkedIn, and other marketing channels.
- Develop static ads, animated assets, banners, campaign visuals, social creatives, landing page graphics, thumbnails, and promotional design concepts.
- Turn campaign briefs into multiple creative angles, including different hooks, CTAs, formats, layouts, messaging styles, and visual directions.
- Work closely with paid media, marketing, content, product, and landing page teams to ensure creative aligns with campaign goals, audience segments, funnel stages, and performance targets.
- Create multiple design and video variations for A/B testing and rapid campaign iteration.
- Review campaign performance and use results to improve future creative decisions.
- Help shape campaign ideas from early concept through to final delivery.
- Localise and adapt creatives for different international markets, products, audiences, and platforms.
- Maintain brand consistency across multiple brands while still bringing fresh, bold, commercially useful creative ideas.
- Support landing page and funnel optimisation with conversion-focused visuals, video assets, and layout input.
- Stay ahead of trends in paid advertising creative, fintech marketing, short-form video, direct-response design, platform formats, and visual storytelling.
- Collaborate with another designer in the marketing team to improve creative output, speed, quality, and consistency.

## Must-Have Experience

At least **3 years of experience creating paid advertising creatives**.

Proven experience in **fintech, brokerage, trading, financial services, finance, or finance-related branding**.

Strong experience creating **video content for ads and social media**.

A portfolio showing real paid ad creative, video ads, campaign assets, social media content, landing page visuals, and performance-focused design work.

Experience designing for Meta Ads, Google Ads, YouTube, LinkedIn, display campaigns, retargeting, and lead-generation funnels.

A clear understanding of performance marketing metrics such as CTR, CPA, ROAS, conversion rate, CPL, lead quality, and campaign performance.

Strong skills in layout, typography, hierarchy, colour, composition, motion, pacing, and visual storytelling.

Ability to create clean, bold, scroll-stopping creative that communicates a message quickly.

Experience creating multiple design and video variations for A/B testing and rapid campaign iteration.

A good understanding of how copy, design, video, audience targeting, platform placement, and landing pages work together.

Ability to work quickly without sacrificing quality.

Strong communication skills and the ability to explain creative decisions clearly.

A remote-first mindset: organised, self-motivated, proactive, and comfortable working asynchronously with an international team.

## **Video Creative Requirements**

Video will be a key part of this role.

You should be confident in creating short, sharp, performance-focused video assets for paid advertising and social media. This includes understanding pacing, hooks, subtitles, transitions, visual hierarchy, CTA placement, platform dimensions, and how to keep attention in the first few seconds.

You do not need to be a full-scale production studio, but you do need to be able to create polished, commercially useful video content that can be tested across paid and organic campaigns.

We want someone who can take a campaign idea and turn it into video concepts that are clear, engaging, on-brand, and built to perform.

## **Bonus Points**

Experience with motion graphics, animated banners, short-form editing, or platform-native social video.

Experience working directly with paid media teams and using campaign data to guide creative improvements.

Knowledge of compliance-sensitive industries where creative needs to be compelling but accurate.

Experience with Figma, Adobe Creative Suite, Canva, After Effects, Premiere Pro, CapCut, or similar creative tools.

Understanding of direct-response creative frameworks, landing page design, and conversion-focused funnels.

Experience creating creatives for international campaigns across multiple regions, languages, and audience segments.

## **What We Offer**

Fully remote working — work from wherever you are.

A full-time role with real ownership and influence over creative direction.

The chance to work across multiple fintech, trading, hosting, and technology brands.

A fast-moving marketing environment where creative ideas are tested in real campaigns.

Close collaboration with paid media, product, landing page, content, and growth teams.

A supportive, high-energy remote team with a culture that is different from the typical fintech or brokerage environment.

Opportunities to attend international industry expos, company events, and team meet-ups abroad.

Exposure to global markets, international campaigns, and a wide variety of audiences.

Competitive salary and performance-related bonuses, depending on experience.

## **How to Apply**

Please send your CV, portfolio, and examples of paid advertising creatives you have worked on.

Your application must include examples of both **static design work and video content**. We want to see real campaign work, not only polished mockups.

Please include examples where possible showing the campaign goal, creative approach, audience, platform, and results.

Applications without a relevant portfolio or clear examples of previous paid advertising creative work will not be considered for interview.

Applicants must have at least **3 years of paid advertising creative experience** and proven experience in **fintech, brokerage, trading, financial services, finance, or finance-related branding**.

We are looking for someone who can make ads that look great — but more importantly, ads and videos that actually work.