



GRAPHIC DESIGNER & VIDEO EDITOR

Location: Remote (US, Canada, India)

About the role

We're looking for a versatile, hands-on graphic designer and video editor who wants to be involved in all things creative. This is not a narrowly defined design role. You'll work across digital and print design, social media, video, events, integrated campaigns, corporate communications, brand initiatives, and client-facing work. The possibilities are broad — intentionally.

HFS Research is a small, fast-moving team that produces a high volume and variety of work. One day you might be developing the visual identity for a major campaign, the next editing a video for social media, designing graphics for an executive event, building client campaign assets, or helping evolve the HFS brand.

We need someone who is equally comfortable creating and executing. You should have strong design fundamentals, understand traditional print and production requirements, and know how great creative translates to today's digital, social, and video environments.

Priorities can shift quickly, so you'll need to be fast, flexible, organized, and comfortable pivoting when the business requires it. If you prefer highly siloed responsibilities or spending weeks perfecting a single deliverable, this probably won't be the right fit. If you love variety, want your work to be highly visible, and enjoy turning ideas into great creative quickly, you'll thrive here.

What you'll do

You'll work across nearly every type of creative initiative at HFS, including:

- **Campaign design** – developing creative concepts and assets for integrated marketing campaigns across digital, social, email, web, events, and other channels
- **Social media design** – creating contemporary, attention-grabbing graphics, carousels, animations, and other visual content, particularly for LinkedIn
- **Video editing & production** – editing corporate videos, interviews, podcasts, event footage, promotional content, and other long- and short-form video
- **Short-form social video** – transforming interviews, podcasts, events, and longer-form content into compelling social clips optimized for digital platforms
- **Event creative** – supporting HFS events with everything from event branding and presentation graphics to signage, banners, digital displays, agendas, logos, and other attendee materials
- **Client campaign creative** – developing polished graphics and visual assets that support HFS client campaigns and sponsored research initiatives
- **Print design & production** – designing materials for professional printing and understanding specifications including dimensions, bleeds, resolution, color modes, and file preparation

- **Brand development** – helping evolve and refresh the HFS visual brand, including templates, design systems, graphic treatments, and other brand elements
- **Digital and web graphics** – developing campaign imagery, website graphics, email assets, advertising creative, and other digital materials
- **Motion graphics & animation** – incorporating motion, typography, graphics, transitions, and other visual elements that elevate video and social content
- **Creative problem-solving** – taking an idea, rough direction, or business need and determining the strongest way to bring it to life visually

This is a true multidisciplinary creative role. There will always be something new to design, edit, develop, improve, or experiment with.

What we're looking for

- A strong portfolio demonstrating both graphic design and video editing capabilities
- Excellent visual design fundamentals, including typography, composition, hierarchy, layout, and use of imagery
- Strong proficiency with Adobe Creative Suite
- Strong proficiency with Riverside
- Experience editing professional video for both corporate and social audiences
- A strong understanding of current social media design and video trends
- Experience designing for both digital and traditional print applications
- Ability to take creative direction and turn it into polished work with limited hand-holding
- Ability to work quickly without sacrificing quality or attention to detail
- Comfortable managing multiple projects, deadlines, stakeholders, and rounds of feedback simultaneously
- Nimble and adaptable when priorities or direction change
- Strong organizational and file-management skills
- A proactive, solutions-oriented mindset; someone who sees what needs to be done and gets it done
- Comfortable working independently while collaborating closely with Marketing, Research, Sales, leadership, and other teams
- Strong attention to detail and a high bar for the work you put into the world

Preferred

- Experience creating animations and motion graphics for social media and video
- Experience designing for LinkedIn and other B2B social platforms
- Experience developing creative for paid digital campaigns
- Experience creating graphics and collateral for corporate events
- Experience with executive presentation design
- Experience working with corporate or B2B brands

- Experience developing or evolving brand guidelines and design systems
- Photography, videography, or basic audio-editing experience
- Familiarity with Canva and other lightweight creative tools used by broader marketing teams
- Experience working in a fast-paced agency, media, research, technology, or professional services environment

Who this role is perfect for

- A multidisciplinary creative who doesn't want to be boxed into one specialty
- A designer who loves video or a video editor with a genuinely strong design eye
- Someone who gets energized by variety and likes having several different types of creative projects in motion
- A self-starter who thrives in a lean, fast-moving team
- Someone comfortable moving between a high-profile corporate video, a social graphic, an event backdrop, and a client campaign without missing a beat
- A creative who understands that sometimes the brief will be highly developed — and other times you'll be asked to take an idea and figure out how to make it great
- Someone who can move quickly, take feedback well, pivot without frustration, and keep projects moving
- A person who takes pride in being reliable, responsive, resourceful, and execution-focused

What you'll gain

- **An unusually broad creative portfolio.** Your work will span brand, campaigns, video, social, events, digital, print, corporate communications, and client initiatives.
- **Real creative ownership.** You won't simply be handed production tasks — you'll have opportunities to contribute ideas and influence how HFS shows up visually.
- **High visibility.** Your work will be seen by HFS clients, enterprise executives, technology leaders, event audiences, social followers, and the broader market.
- **Room to experiment.** As platforms, formats, and creative possibilities evolve, you'll have opportunities to introduce new ideas, formats, and approaches.
- **The opportunity to help evolve the HFS brand.** You'll contribute to how our visual identity develops across channels and experiences.
- **Variety.** You won't spend every day producing the same type of asset. The work changes constantly, and so do the creative challenges.

About HFS Research

HFS Research is a leading, privately held global firm known for its independent, no-nonsense perspectives based on thorough research, reliable data, and personal engagements with industry leaders. We have achieved consistent year-over-year growth, including double-digit growth amid a global pandemic.



Our mission is to help our clients—major enterprises, tech firms, and service providers—tackle challenges, make bold moves, and bring big ideas to life by arming them with accurate, visionary, and thought-provoking insight into issues that impact their business. Our clients rely on us for a no-BS perspective on how to turn the mysteries of new services and technology trends into revenue creation and growth for their businesses and services.

With a focus on enterprise innovation, enabling technology, reimagined business operations, and industry-specific research, HFS Research is dedicated to shaping the future of technology and business services.

Why Join HFS Research?

- Be part of a globally recognized analyst firm that influences industry standards and practices.
- Work with a team of experts committed to delivering high-quality, impactful research.
- Engage with leading organizations and industry leaders to drive meaningful change.
- Enjoy opportunities for professional growth and development within a dynamic and innovative environment.

HFS Research is an Equal Opportunity Employer and does not discriminate against persons on the basis of race, color, religion, national origin, sexual orientation, gender, marital status, age, disability, or veteran's status. |