

PLÜMO

Graphic & Digital Designer

We are looking for a highly creative, detail-oriented, very organised mid-weight **Graphic & Digital Designer** (2-3 years' experience) to join our studio in Hackney. The ideal candidate has a strong eye for visual storytelling, typography and layout. You will be responsible for elevating our visual identity by creating stunning, conversion-driven **email newsletters** and visually captivating **digital and print lookbooks, social media campaigns** and **ads for Google and Meta**. You will become part of a dynamic independent retail business where ideas are shared, creativity is valued and every day brings something different. Supporting both the design studio and the wider team, you will gain hands-on experience across creative projects, studio life and the day-to-day workings of an evolving brand. This is a great opportunity for someone curious, enthusiastic and keen to grow within a collaborative, design-led environment.

Key Responsibilities

Lookbook & Editorial Design

- Working closely with the Creative Director, you will need to conceptualise and execute the design and layout of seasonal lookbooks, digital catalogues and brochures.
- Create compelling visual narratives using advanced typography, photo layouts, and brand-aligned aesthetics.
- Prepare print-ready artwork, collaborate with printers, and manage print production specifications.
- Manage & organise the image / repro processes post photoshoot

Newsletters, Email Marketing, Social Media & Google Ad campaigns

- Design and build engaging, on-brand email newsletter templates that capture attention and drive reader engagement and conversion
- Optimize email designs for responsive, mobile-friendly layouts that guide the reader through key messaging and CTAs.
- Work closely with the marketing and copywriting teams to align visual assets with promotional strategies and seasonal campaigns.

- Create varied image content for social media (stills and reels)
- Create diverse stand-out Google Ad and Meta advertising campaigns

General Graphic Design & Brand

- Develop marketing collateral across multiple channels, including social media, web banners, and landing pages (Shopify)
- Support the broader creative team by assisting with mood boards, photo editing, and retouching notes.
- Translate strategic direction into high-quality visual concepts that reflect established brand guidelines.

Qualifications & Skills

- **Experience:** 2-3 years of professional graphic design experience, ideally within fashion, lifestyle, or an agency setting.
- **Software:** Advanced proficiency in Adobe Creative Suite, with a heavy emphasis on **InDesign, Illustrator, Canva** and **Photoshop**.
- **Ecommerce Platform: Shopify** - experience preferred but not essential
- **Email Tools:** Familiarity with email platforms (e.g. **Klaviyo** or **Mailchimp**) and basic knowledge of HTML/CSS for email design is a plus.
- **Portfolio:** Must provide a portfolio showcasing strong editorial layouts (lookbooks) and successful email marketing campaigns.
- **Soft Skills:** Positive, creative, hardworking, team player, exceptional time-management skills to handle multiple projects simultaneously and a collaborative approach to receiving feedback.
- **Confident verbal & written English**, copy writing skills to support posts on social channels as well as product descriptions

Working hours are 9:00 am to 5:30 pm from our studio in London E8 2BT (no remote work)

Salary according to experience.

Position available from 1st August 2026

Email address: jobs@plumo.com with brief covering note.

