
HIGHWAY CONSULTING

SALES & MARKETING SOLUTIONS

We are a Houston-based digital marketing agency and a proud Platinum HubSpot Solutions Partner. Although our team is small, we specialize in helping B2B industrial clients maximize HubSpot to deliver measurable growth. We thrive on collaboration, creativity, and high-level execution for multiple clients across industries.

Position Overview

We are seeking an experienced **Graphic Designer** to join our team. The ideal candidate will have at least 3-5 years of experience in an agency or corporate marketing department, with a strong portfolio showcasing web and digital design. This role is central to delivering visually compelling marketing assets and websites for B2B industrial clients, while collaborating closely with the internal team.

The Graphic Designer will take projects from concept to completion, including digital campaigns, landing pages, and website builds. The role requires a creative, detail-oriented professional who can think strategically and visually to bring client visions to life.

Key Responsibilities

- Design and build websites using WordPress, Elementor, and HubSpot.
- Create landing pages, digital assets, and marketing collateral aligned with client branding and campaign objectives.
- Collaborate with the internal team to execute creative solutions for multiple client projects simultaneously.
- Maintain and update web pages, templates, and email assets.
- Create compelling visuals to reinforce marketing strategies that drive engagement and conversions.
- Stay current with design trends and digital best practices.
- Ensure brand consistency across all client channels, including web, social, email, and print.
- Contribute creative ideas during brainstorming, strategy sessions, and project planning.

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Qualifications

- 3+ years of experience as a graphic designer in an agency or corporate marketing environment.
- Strong portfolio of polished work demonstrating conceptual ability, visual storytelling, and stylistic range for websites, digital marketing assets, and branding projects.
- Must have an eye for detail.
- Proficiency in WordPress, Elementor, Figma, Adobe Creative Suite. HubSpot CMS experience is a bonus.
- Experience building websites, landing pages, and digital visual assets.
- Strong understanding of responsive design, UX/UI principles, and digital best practices with a solid grasp of how layout, color, typography, and design choices influence user experience.
- Bonus points for basic HTML/CSS or motion design skills.
- Excellent communication, collaboration, project management skills, and the ability to work on multiple projects.
- Bachelor's degree in Graphic Design, Web Design, or a related field.

Why Join Us

- Be part of a Platinum HubSpot Partner agency with a strong reputation in the industrial B2B space.
- Work on diverse, challenging projects that sharpen your marketing expertise.
- Collaborative, supportive team environment with growth opportunities.
- This is a great opportunity to apply your talents and learn other parts of a business to become a more well-rounded professional.
- Competitive salary and benefits package.

Benefits

- 401(k)/matching
- Health insurance
- Paid time off

Work location

- Hybrid work environment, Houston, TX 77084 - in office up to 4 days per week.

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- Do not apply to this job if you live outside the Houston area.

Salary

- Based on experience