

# Graphic Designer

Location: Philippines

Lifetrack Medical Systems is a healthtech company that has developed and deployed scalable, distributed medical imaging software designed for affordable access around the world. Lifetrack works with large healthcare chains, public health systems and radiology group practices to scale their radiology operations seamlessly without the pain or cost of legacy medical imaging software.

Lifetrack's mission is to build simple, elegant, powerful, and intuitive software platforms for the entire healthcare ecosystem, starting with medical imaging in emerging markets, where the needs are greatest and the resources are scarcest. Our radiology platform is now being used in healthcare in Southeast Asia, South Asia, Africa, the United Kingdom, and the United States for hundreds of thousands of patients annually. We are trusted and backed by the Asia Impact Investment Fund of UOB and Credit Suisse, the corporate VC arm of Philips Healthcare, and Kickstart Ventures of the Philippines' Ayala Group.

## Core Responsibilities

Lifetrack's ambitious growth plans require an expansion in our brand reach, positioning and execution in multiple analogue and digital channels, Lifetrack is seeking a Graphic Designer, reporting to the Global Director of Growth & Digital Marketing Manager, who shall be in charge of the following:

### 1. Develop and produce high-quality visual designs & videos

- Develop as-needed logos, banners, social media graphics, and marketing materials.
- Ensure tight alignment of Marketing priorities with the Growth teams' deliverables, and actively manage timelines and expectations.
- Collaborate with the marketing and creative teams to understand project requirements and translate them into impactful design solutions.
- Create and maintain brand consistency across all visual assets.
- Stay updated on design trends and industry best practices to improve design output continually.
- Manage multiple design projects simultaneously while meeting deadlines.
- Present design concepts and ideas to stakeholders and incorporate feedback into final designs.
- Work closely with printers and other vendors to ensure accurate production of materials.
- Must be extremely proficient in creating slide decks (PowerPoint presentations)
- To organize assets to improve production efficiency.
- To serve multiple departments to help them achieve sales goals.

### 3. **Develop Lifetrack's global brand and profile as a leader in healthtech innovation**

- Understand our existing brand profile and channels available, including events, conferences, website, and social media to maximize exposure to key audiences
- Distill key themes and messages aligned with our brand profile and direction, and ensure they are communicated consistently company-wide and by senior management
- Execute visuals as needed for any external PR/activation agencies, and execute PR plan including press releases, story pitching, and media kits in collaboration with respective agencies
- Brainstorm with the team to generate campaign visuals to increase the number of qualified leads.

### Preferred Qualifications

- 1+ years of experience with Hubspot or similar CRM's
- High level proficiency with PowerPoint and creating eye-catching presentations
- Proficiency with Social Media platforms is required (LinkedIn, Facebook, Twitter (X) & Instagram)
- Proficiency with Microsoft Office Suite (Excel, PPT, DOC, etc)
- Proficiency with Google Work Suite (Sheets, Slides, DOC, etc)
- Familiarity with Web content management systems (WordPress) & Knowledge of HTML/CSS is a plus
- Minimum 3 years of experience in graphic design (or similar fields)
- Bachelor's Degree in Visual Arts, Graphic Arts, or similar. Associate degree with an extensive portfolio will be considered.
- Video creation & editing experience
- Excellent organizational skills
- Understanding and high-level proficiency in Adobe Creative Suite.
- Able to communicate effectively verbally, in written form, and in person.
- Persistent, enthusiastic and able to engage, interact, and respond effectively with others.
- Strong work ethic and high integrity/trust

### Critical Requirements

**Domain expertise.** The role requires an experienced professional with a proven track record of conceptualization and execution of successful marketing, communications and events projects, based on proper market data and trend analysis.

**Strategic mindset.** The Marketing and Communications Lead is expected to successfully help manage the marketing initiatives with consideration of all stakeholders, given concrete, efficient, optimal output and return on investment.

**Constant collaborator.** The Marketing and Communications Lead will collaborate with multiple teams, getting diverse perspectives from both internal and external stakeholders. Collaboration

and consistently developing the best way of communication is key to get the message across the market.

**Healthtech-inclined.** Lifetrack's Teleradiology Services is powered by our Lifetrack PACS product, a cutting-edge medical imaging platform different from anything else in the market. The candidate should have a strong affinity for new technology, and be familiar with trends and innovations all across the world.

## Operating Principles

**Purpose-driven.** We are looking for individuals who are aligned with our mission and are motivated by working on healthcare technology that can positively impact millions of lives around the world

**Do it right, from the start.** We believe in starting from first principles and putting in the hard work now to avoid more work down the future. Our Lifetrack PACS platform, built from the ground up, reflects this.

**Radical transparency.** We want our people to keep growing and improving. Receiving and giving feedback is critical for this. We expect people to be upfront, open, and willing to learn from each other.

**Crush the bottlenecks.** We are always focused on the critical path to achieving results. We expect our members to be relentlessly efficient in clearing the obstacles to this critical path.

**Going the extra mile.** We like and reward team members who are not only good at their jobs, but will raise their hand and propose projects or solutions that help take Lifetrack forward.