



HSNF Ltd
UNIT 4 PEMBROKE STUDIOS
139-141 PEMBROKE ROAD
N10 2JE, LONDON

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T: +44 (0) 2083655858
F: +44 (0) 2083655859
W: www.hsnf.co.uk

Job Title: Digital Designer, Beauty – Full-time, Permanent

About Us

HSNF is redefining beauty, growing year after year with trusted and loved brands, delivering professional-quality products. Mylee and Magnitone, our stars, are found nationwide in top UK retailers like Boots, Superdrug, and Holland & Barrett, and online at ASOS, Beauty Bay, and Amazon. And we're just getting started. Mylee is the UK's No. 1 At Home gel nail brand, and Magnitone's latest innovation, Face Rocket, took home the 2024 Pure Beauty Award. With bold plans for European expansion and a focus on high-growth categories, HSNF is ready to lead the future of beauty.

About the role

We're looking for a talented and motivated mid-weight Digital Designer to join our fast-growing Marketing team and play a key role in bringing our brands to life through high-performing paid media assets and beautiful, engaging content.

You'll be accountable for turning campaign and brand briefs into compelling digital ads, website visuals, and email content. From concept to delivery, you'll lead the creative development for paid media and performance marketing, using A/B testing and performance data to constantly improve and optimise. You'll also be responsible for scaling asset production using AI tools, and managing junior creatives (internal and freelance), mentoring them and overseeing quality across briefs.

This role is for someone who thrives in a high-paced, results-driven environment, and brings a deep love for design, beauty, and storytelling. You'll work closely with our Head of Creative, video editor, and copywriter to build scroll-stopping campaigns that perform across DTC, Amazon, social platforms, and retailer channels.

What you'll be doing:

- Design and deliver high-performing digital assets for paid ads, websites, email campaigns, and ecommerce platforms — always on brand, always results-driven.
- Lead creative A/B testing and analysis, using data to refine layouts, hooks, copy, and formats that convert.
- Use AI tools to speed up production, generate smart variations, and help us test and scale what works, faster.
- Ensure creative excellence across all assets and channels, making sure every design tells a clear story and follows a strong user journey.



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- Work closely with the Head of Creative, ecomm and marketing teams to understand brand strategy, campaign goals, and channel needs.
- Collaborate on shot lists, campaign concepts, and layouts, working with copywriters and content leads to build integrated, high-impact campaigns.
- Mentor and manage junior designers and freelancers, maintaining quality and consistency across touchpoints.
- Keep your files and final artwork organised and ready for multi-channel delivery.
- Stay plugged into the best in digital design, keeping the team ahead of trends with relevant inspiration and case studies.

What we're looking for:

- 4+ years' experience in digital design, with a strong focus on paid media and performance creative for fast-paced ecommerce business. Preference for candidates who have experience working in-house, ideally within the beauty industry.
- Bachelor's degree in digital design, graphic design, or a related field
- A strong digital portfolio that clearly shows performance-led campaign work.
- Strong analytical mindset: comfortable interpreting ad performance data and adjusting visuals accordingly.
- Familiarity or strong interest in AI tools that scale creative production.
- Confident using Figma, Adobe Creative Suite (Photoshop, Illustrator), and tools like Sketch or InVision.
- Strong passion for beauty, skincare, and the broader beauty landscape.
- Understanding of UX design, layout, and digital storytelling principles.
- Excellent time management and organisational skills; thrives under tight deadlines.
- Experience managing or mentoring junior creatives or external freelancers.
- Excellent organisation and time management.
- Collaborative mindset, eager to contribute to a team with shared goals.
- Experience using Trello or Monday.com.

Compensation:

- Competitive salary
- Company pension plan.
- Hybrid working - 2 days in the office (Tuesdays and Thursdays), 3 days from home (Mondays, Wednesdays, Fridays)
- 31 days of annual leave (inclusive of bank holidays), increasing to 33 days after 2 years and 36 days after 5 years of service.
- Birthday Day Off
- Complimentary products and exclusive brand discounts.



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- Complimentary snacks and drinks in the office.
- Access to weekly group PT sessions and a 24-hour Employee Assistance Program (EAP).