

Design Team Charter

This charter outlines the purpose, scope, members, results, resourcing, reporting and deliverables for the Design Team within HubSpot's Marketing Department.

Purpose

Design isn't just about making things look good—it's about making them work.

We use empathy to ensure that the experiences we create are meaningful and useful. Through craft, we elicit understanding and desire. We transform aspirational brand values and offerings into clear, coherent, and satisfying experiences that move audiences through HubSpot's flywheel without friction.

We're committed to:

1. Advocate for HubSpot's audiences and remove friction from their experiences
2. Empower HubSpotters to achieve successful outcomes, through either direct involvement or shared frameworks and tools
3. Support the growth and evolution of design at HubSpot

Scope

Teams ("lanes") identified by Marketing's senior leadership are matched with a dedicated designer. Work outside of these lanes shifts to freelancers, and Marketers are encouraged to use [this wiki page](#) as their guide. These work types are *in scope*.

Design work from other departments is *out of scope* and may be resourced at the discretion of design management; reach out to the Director of Design or a Design Manager early in your project to scope the work and explore resourcing.

Creative's Brand Infrastructure team supports autonomous design via frameworks (like [Canvas](#)) and tools (like [Slides Template](#)) and that work is out of the scope of this team.

Members

- Ben Spear, Director of Design
- Tyler Littwin, Principal Communication Designer
- Amelia Towle, Senior Communication Designer

- Eduardo García-Lopez, Senior Communication Designer
- David Carberry, Communication Designer
- Kiona Highbridge, Communication Designer
- Amanda Chong, Communication Designer

Reporting Plan

Each week, results are reported accordingly: Designer → Design Manager → Director of Design → Senior Director of Creative. Quarterly, the Director of Design will prepare a report for the CMO and receive a team letter grade.

Desired Result

Coherent, low-friction, user-centered experiences.

Supporting Resources

We collaborate with the other Creative teams (Video, Development, and PM) as well as content strategists and research partners, to craft audience experiences. The Marketing team leads help us understand business goals, and act as key stakeholders in our work (we use the DARCI model). We also depend on Marketing's budget to fund offsites, travel, and education.

We work with Product Design on experiences that span departmental sectioning of the customer lifecycle (e.g. pricing) and as thought partners in improving our practice.

Deliverables

Beyond the project work delivered in designers' partnership teams, the KPI (key performance indicator) of the Design Team as a whole is reduced friction across Marketing's audience experiences, measured by experience usability, completion, and conversion.