

Emmanuella Aggrey-Ogoe

Midweight Graphic Designer | Fashion E-commerce & Campaigns

Midweight Brand & Campaign Designer with 4+ years' experience in fashion, lifestyle and e-commerce. I design paid social, email and web campaigns that combine editorial polish with measurable results. Skilled in global and multilingual rollouts, I thrive in fast-paced teams where creativity and performance go hand in hand.

EXPERIENCE

Creative Designer Childrensalon – Tunbridge Wells

March 2023 – Present

- Spearheaded the Beach Club summer activation, producing responsive web and paid social assets that lifted engagement by 12% and drove higher CTRs across Meta channels.
- Delivered multilingual End-of-Season Sale assets for 5 markets, cutting turnaround by 30% through streamlined workflows while maintaining cross-channel consistency.
- Created Marc Jacobs x Childrensalon landing page, blending editorial storytelling with conversion-focused UI that increased product click-throughs.
- Designed festive packaging and campaign visuals that drove a double-digit uplift in holiday sales, enhancing the customer unboxing experience.
- Partnered with marketing, content and UI teams to deliver cohesive campaign assets, strengthening collaboration across paid, email and e-commerce.

CORE SKILLS & TOOLS

E-commerce & Digital:

Paid social, email marketing, campaign optimisation, A/B testing, responsive web & display assets

Creative Strategy: Brand storytelling, multi-market campaign design, art direction

Design Tools: Photoshop, Illustrator, InDesign, Figma, Adobe XD, After Effects, Midjourney

UX/UI: Wireframing, prototyping, user journeys, mobile-first design

Collaboration: Jira, Slack, Microsoft Teams, Notion

EXPERIENCE CONTINUED

Junior Designer

Geobrand – Maidstone

May 2021 – March 2023

- Led packaging and brand design for Chegworth Spark, creating a premium identity that improved shelf visibility and drove retail growth.
- Developed Hans Airways premium cabin branding, applying refined palettes and luxe detailing to position the airline's first-class service as a premium experience.
- Created brand identities across web, print and environmental graphics, boosting brand visibility by 25%.
- Collaborated with UI/UX teams to create engaging web visuals, enhancing interactivity and storytelling across digital touchpoints.

EDUCATION

BA (Hons) Graphic Communication

University of Reading, 2020

Foundation Diploma in Art & Design

Croydon College, 2017

Level 3 Diploma in Business

Saint Francis Xavier, 2016

GCSEs incl. Maths, English & Science (2014)

Southfields Academy, 2014

SELECTED PROJECTS

View full case studies at: mseaodesigns.com

Chegworth Spark – Premium packaging and brand design for a heritage juice, crafted to elevate shelf appeal and retail visibility.

Hans Airways Cabin Branding – Luxe identity system for First Class and Premium Economy, designed to enhance the in-flight experience.

Beach Club Campaign – Seasonal summer activation blending photography, set design and paid social, lifting engagement by 12%.

Marc Jacobs x Childrensalon – Interactive co-branded landing page that combined editorial storytelling with conversion-driven UI.

Festive Gift Box – Illustrated holiday packaging with tactile detailing that boosted seasonal sales and elevated the unboxing experience.

End-of-Season Sale (Multilingual) – Campaign creative for 5 markets, reducing turnaround by 30% through streamlined workflows.