

Emmanuella Aggrey-Ogoe

Midweight Brand & Campaign Designer (Fashion & E-commerce)

Commercially focused Midweight Brand & Campaign Designer with 4+ years' experience delivering revenue-driven creative within fashion and e-commerce. Trusted to own end-to-end campaign delivery across brand and trading-led moments, including End of Season Sale and Black Friday. Experienced across paid social, email, web and landing pages, combining editorial craft with performance-led thinking.

EXPERIENCE

Creative Designer (Midweight) Childrensalon | Tunbridge Wells

March 2023 – Present

- Delivered Summer Sale and End of Season Sale creative across paid social, email, web and display, supporting one of the business's most commercially important revenue periods and contributing to approximately 70–80% of January revenue.
- Took clear ownership of Outlet and Black Friday creative across multiple cycles, managing copy-led feedback, applying year-on-year learnings, and improving speed, consistency and quality under pressure.
- Played a key role in improving campaign delivery during peak trading by applying learnings from previous cycles, streamlining creative workflows, and acting as a central point of contact to maintain speed and quality across fast-moving campaigns.
- Built scalable Google display ad templates, reducing production time and enabling faster rollout of consistent assets across multiple formats.
- Owned projects end-to-end across printed materials and packaging, including booklets, inserts, festive packaging and personalised print products, managing concept development, stakeholder feedback and final delivery independently.
- Designed UX/UI elements for Christmas Village, collaborating cross-functionally within a larger end-to-end customer experience.
- Applied motion and AI-supported workflows to live campaigns to improve efficiency while maintaining brand quality.

CORE SKILLS & TOOLS

Campaign & Commercial Design

Paid social, email and e-commerce campaigns, sale and trading-moment creative, multi-market rollouts, A/B testing, optimisation

Brand & Editorial

Brand storytelling, editorial layout, art direction, visual systems, print and packaging

Digital & UX/UI

Responsive web design, landing pages, wireframing, user journeys, mobile-first design

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, AI-supported ideation tools

Collaboration & Delivery

Cross-functional working, stakeholder feedback management, 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 presence and retail visibility.
- Developed Hans Airways First Class and Premium Economy cabin branding, applying refined palettes and luxury detailing to elevate the in-flight experience.
- Designed brand identities across web, print and environmental graphics, contributing to improved brand consistency and visibility.
- Collaborated with UI/UX teams to deliver engaging web visuals, supporting stronger storytelling and interactivity across digital touchpoints.

EDUCATION

**BA (Hons) Graphic
Communication**

University of Reading, 2020

**Foundation Diploma
in Art & Design**

Croydon College, 2017

SELECTED PROJECTS

End of Season Sale (Multilingual) – Campaign creative for five markets, improving turnaround time and consistency across channels.

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

Marc Jacobs x Childrensalon – Co-branded editorial landing page with conversion-driven UI.

Full case studies available at: mseaodesigns.com