

Emmanuella Aggrey-Ogoe

Brand & Campaign Designer (E-commerce & Retail)

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With 5 years' experience, I build scalable campaign systems for fashion and e-commerce, combining editorial craft with commercial strategy. I deliver multi-channel campaigns, from high-concept seasonal launches to global trading events, designed for clarity, consistency, and performance.

EXPERIENCE

Creative Designer (Midweight)

Childrensalon | March 2023 – Present | Tunbridge Wells

Promoted (2025)

- Led creative direction and rollout of key seasonal campaigns including Summer Sale and End of Season Sale, supporting **up to 70–80% of January revenue**
- Delivered multi-channel creative across **Black Friday, Outlet and global sale periods**, spanning **paid social, email, web and app**
- Built and scaled multi-channel visual systems, ensuring consistency across regions, languages and digital touchpoints
- Improved delivery speed by introducing motion templates and streamlined workflows, enabling faster and more efficient rollout
- Led end-to-end delivery of print and packaging, including booklets, inserts and seasonal packaging aligned to wider brand activity

Key Achievement: Promoted to Midweight Designer following strong performance across key trading periods

Junior Designer

Geobrand | May 2021 – March 2023 | Maidstone

- Led packaging design for Chegworth Spark (Chegworth Valley), developing a premium visual identity for a proposed product range
- Delivered brand identities across web, print and environmental applications, ensuring consistency across multiple touchpoints
- Collaborated with UX/UI teams to create user-focused digital experiences, enhancing clarity and engagement

CORE SKILLS & TOOLS

Campaign & Trading Design

Campaign design, sale and trading moments, multi-channel rollouts, paid social, email, onsite, global campaigns

Brand & Creative Direction

Visual systems, editorial design, campaign concepting, art direction, print and packaging

Digital Design

Landing pages, responsive design, user journeys, e-commerce experiences

Tools & Workflow

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Jira, Slack, Microsoft Teams, Notion

EDUCATION

BA (Hons) Graphic Communication

University of Reading, 2020

Foundation Diploma in Art & Design

Croydon College, 2017