

Digital Design¹

Integrated Digital Campaign Design
INSPIRE, LEARN, BUY

Social Design

Create Brand identity, with inspration website education and user experience optimisation to purchase

Develop and modify banners, optimising for click throughs



FIND YOUR SHADE EASY AS 123

Campaign Management²



Digital Campaign Management

Maybelline Website implemented shade finder logic for consumers. 200,000 samples sent in 10 days



Email to notify sample on its way, and more experiential content.

Direct mailer sample, pushing to store



UX Design Concept³

Website UX concept

Concepts developed for Essie Team.

Inspire, Learn, Purchase

Optimised YT channel

playlists, clickable header coding, Tagging, annotate.

More engaging subscriber content.

Email optimisation, as well as website category page management.

Increasing dwell time through UX.

