



CLARE CONNOR

DIGITAL DESIGNER

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ABOUT ME

I am a highly motivated digital designer with twelve years' experience in creating engaging designs for prestigious fashion and beauty brands. Possessing a wealth of experience in both print and digital formats, I work effectively both independently and within a team, to deliver designs across multiple platforms including website design, editorial, email marketing and branding whilst fostering effective communication and producing high-quality deliverables to drive business objectives.

I approach each task with professionalism and attention to detail, which allows my creativity and passion to be expressed, and I pride myself on my ability to manage my time effectively.

REFEREE

Adam Pearson
Estee Lauder Companies
apearson@estee-lauder.co.uk

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma

EMPLOYMENT HISTORY

ESTÉE LAUDER COMPANIES

DIGITAL DESIGNER

JUNE 2015 - APRIL 2024

During my time at Estée Lauder Companies, I built a reputation within the design team as someone who can manage and deliver strong outcomes by supporting and leading large campaigns and projects to generate design solutions and drive company brand objectives. In my role, I acted as the primary brand guardian for Estée Lauder and Clinique, in addition to offering support for all brands within the Estée Lauder Companies portfolio, such as Bobbi Brown, Mac, and Too Faced, overseeing and developing all digital content.

My duties included:

- Crafting assets for global campaigns and conceptualising and delivering both static and animated asset creation for all Estee Lauder Company brands.
- Formulating and designing effective, customer-focused solutions to lead and manage full-scale digital campaigns for the UK region.
- Supporting all aspects of CMS from the initial build, launch and QA.
- Supporting the UX team with design solutions for Qubit A/B testing.
- Delivering strategic site improvements, based on data-driven insights and analytics.
- Monitoring of website accessibility across all ELC brands to ensure they meet accessibility standards.
- Creating and maintaining brand guidelines and template guides.
- Art directing and assisting shoots for seasonal campaigns, offers and instore exclusives.
- Mentoring and training junior members of the team and new starters.

MATCHES FASHION

JUNIOR DIGITAL DESIGNER

FEBRUARY 2014 - JUNE 2015

I joined Matches Fashion in February 2014, as a Junior Digital Designer within the Editorial Department. Having worked on a broad range of digital projects, I demonstrated my capability to work effectively under-pressure and to tight deadlines whilst having the ability to adapt quickly to changing priorities.

My duties included:

- Generating weekly trend and marketing emails that drive traffic and conversion.
- Creating visual designs that effectively communicate seasonal concepts and brand identity, including the design of online editorial content, designer landing pages and promotional materials.
- Liaising with Editorial, Marketing and Tech teams to design from brief and deliver visual site imagery.
- Producing marketing assets for social media campaigns, affiliate collateral, on-site banners and mailers.
- Assisting in the art-working of seasonal Lookbooks for Matches Fashion and their in-house brand, Freda.

DAMARIS AND MIMI HOLLIDAY

GRAPHIC DESIGNER

NOVEMBER 2012 - JANUARY 2014

My time at Damaris and Mimi Holliday presented me with the opportunity to be involved in all aspects of design, branding, sales and marketing of a luxury product. My responsibilities included company artwork, in-store promotional material, marketing boards, press releases, invitations, gift cards, website updates and weekly newsletter.

My duties included:

- Editing three seasons of Lookbooks, including re-touching over 300 images on each occasion.
- Producing training manuals, tailored specifically to their worldwide stockists.
- Store training at various UK outlets including Net-A-Porter, Selfridges and Fenwick.
- Print design from brief through to production.

EDUCATION

- MA (Pass with Distinction) Graphics Communication** SEPTEMBER 2011 - AUGUST 2012
University Of Glamorgan
- First Class BA (Hons) Fashion Marketing and Promotion** SEPTEMBER 2008 - JUNE 2011
University Of Glamorgan