

(RED) Valentines Day Website Campaign

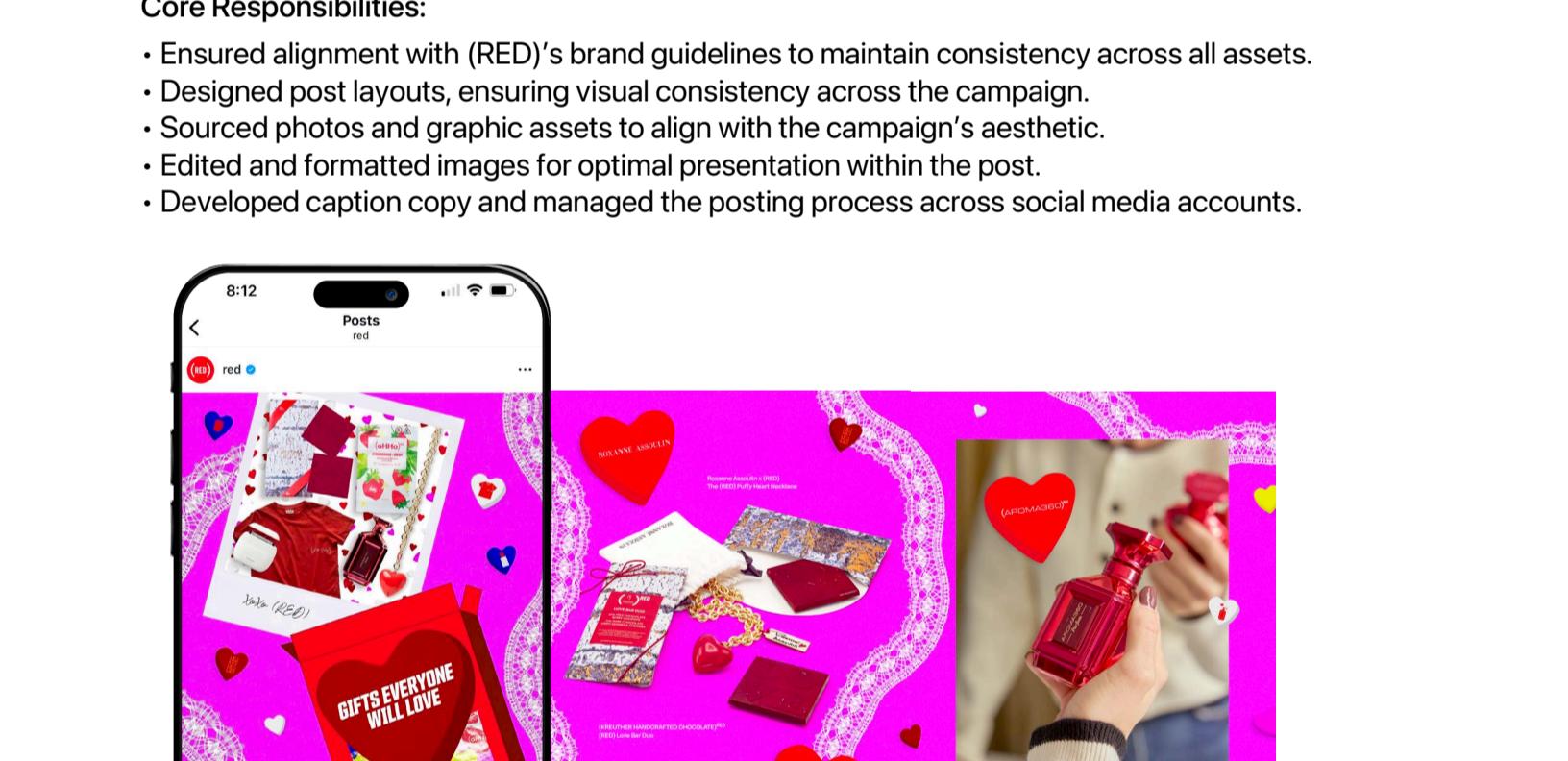
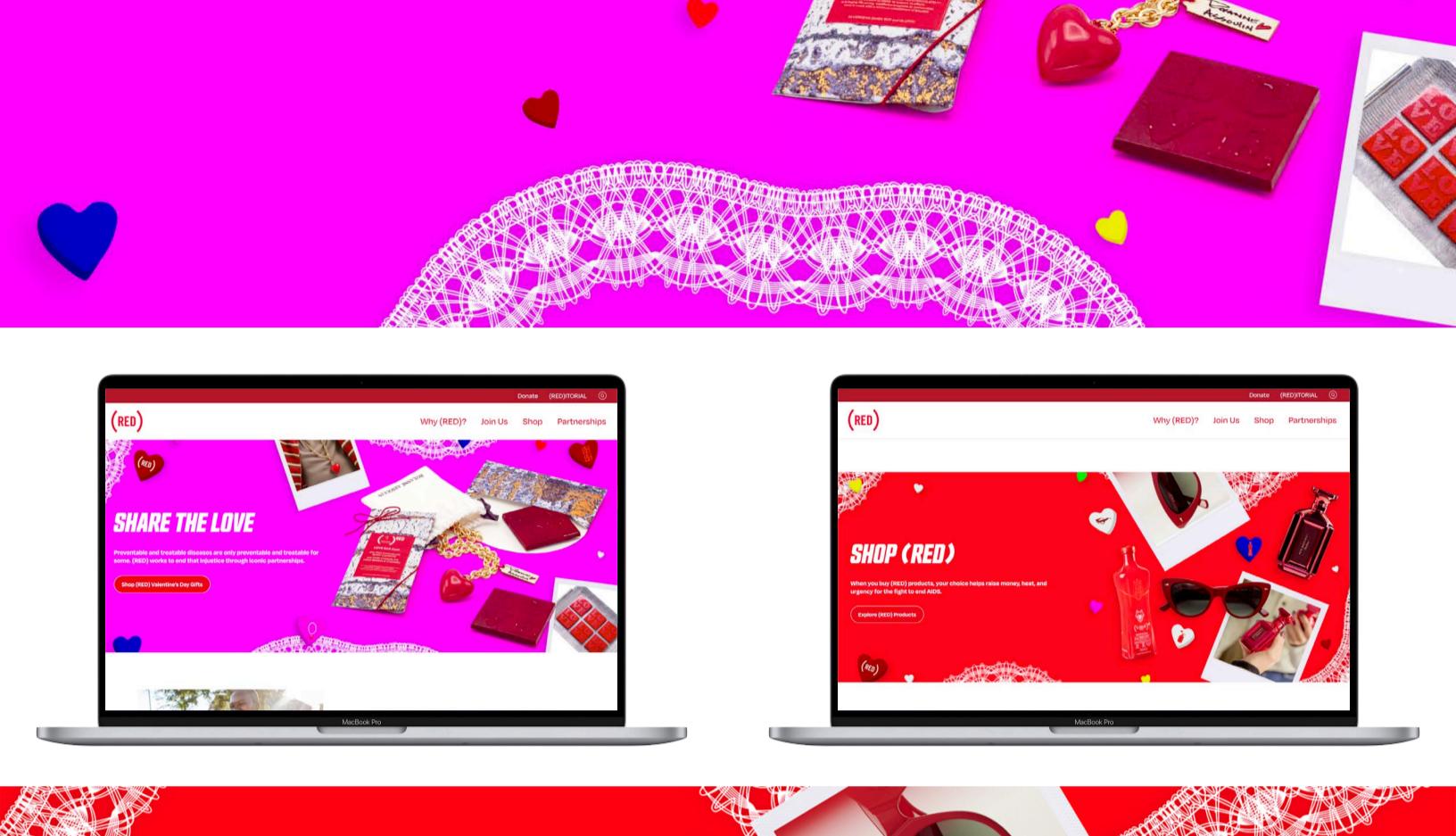
Overview

Time line: 1 week

I designed two website banners for red.org, which were part of (RED)'s Valentine's Day campaign, celebrating the launch of new products and highlighting collaborations with Roxanne Assoulin, Kreuther Handcrafted Chocolates, Lobos 1707, Aroma 360, and Ahlem. I collaborated closely with Creative Art Director Emily B. and Digital Managers Jeremy D. and Gabby M. throughout the process.

Core Responsibilities:

- Ensured alignment with (RED)'s brand guidelines to maintain consistency across all assets.
- Developed and refined the campaign aesthetic, ensuring visual cohesion throughout the project.
- Sourced photos and graphic assets to align with the campaign's visual direction and messaging.
- Created and adjusted layouts for optimal viewing on various web platforms.
- Uploaded and integrated graphics on (RED)'s website for seamless design and UX.



(RED) Valentines Day Gift Guide Social post

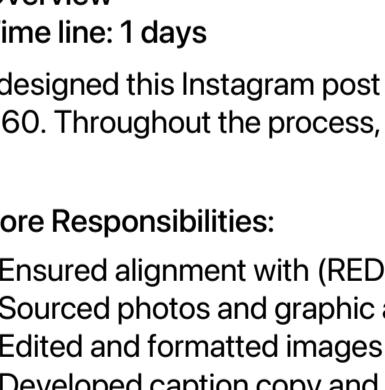
Overview

Time line: 4 days

I designed this Instagram post carousel showcasing (RED) products in collaboration with Roxanne Assoulin, Kreuther Handcrafted Chocolates, Aroma 360, Panasonic, Savas, and oHHo. I collaborated with Creative Art Director Emily B. and Digital Managers Gabby M. and Jeremy N throughout the process.

Core Responsibilities:

- Ensured alignment with (RED)'s brand guidelines to maintain consistency across all assets.
- Designed post layouts, ensuring visual consistency across the campaign.
- Sourced photos and graphic assets to align with the campaign's aesthetic.
- Edited and formatted images for optimal presentation within the post.
- Developed caption copy and managed the posting process across social media accounts.



(RED) Valentines Social post

Overview

Time line: 1 days

I designed this Instagram post showcasing (RED) products in collaboration with Nomasei and Aroma 360. Throughout the process, I collaborated with Creative Art Director Bella C.

Core Responsibilities:

- Ensured alignment with (RED)'s brand guidelines to maintain consistency across all assets.
- Sourced photos and graphic assets to align with the campaign's aesthetic.
- Edited and formatted images for optimal presentation within the post.
- Developed caption copy and managed the posting process across social media accounts.

