LEARNING LOG 3

For the period 8th April 2025 to 15th April 2025

Internship Log 3: Graphic Designer for E-Commerce Website

What have I done? (Relate tasks to Learning Outcomes)

- Created a Facebook ad design using Figma and ensuring that design align with brand and campaign goals. (LO2, LO4)
- Collaborated with the team to optimize ads for different devices and tested different design styles. (LO4, LO6)
- Participated in a session to improve design based on team and supervisor feedback. (LO3, LO5)
- Researched about the current design trends and updated the ads templates accordingly from the website. (LO7)
- Modified email templates using Klaviyo for mobile responsiveness. (LO6)

What I did well (refer to skills used)

As a graphic designer in e-commerce required balancing creativity with technical and strategic demands. Below are the skills I utilized effectively:

- Design Skills: Edited the images which was provided by the company and design emails and ads that complement the brand's aesthetic.

- Teamwork & Communication: Participated in group meeting and accepted criticism to improve designs.

- Software Proficiency: Created ads using Figma with effectiveness and inspirations.

- Trend Awareness: adapted current design trends into visual content.

What I could improve on (i.e. skills I want to improve)

- Figma Skills: Learn more advanced features like auto-layout and features.
- Analytics: Better understand how design affects campaign performance.
- Accessibility: Focus on improving design accessibility for all types of users.

Action I can take to improve my skills and learning:

Goal: Improve design skills and learn more about how design impacts campaign results.

Action:

- Explore Figma tutorials and websites for advanced features.

- Study analytics from Klaviyo and klaviyo academy to see which designs perform best.

- Learn more about accessibility standards in design

.

Timing: fourth week of internship 16th April, 2025