LEARNING LOG 1

For the period 23rd march 2025 to 30th march 2025

Internship Log 1: Graphic Designer for E-Commerce Website

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

- Attended an meeting on 23/03/2025 (01:20 PM – 03:00 PM) to discuss internship objectives, understand the products and brand tone, define ad creation goals, and emphasize the importance of design theory and copywriting. (LO1)

- Conducted research on the company's current marketing campaigns, product details, and aesthetic preferences. Analysed the e-commerce website and identified brand-aligned design elements. (LO1)

- Participated in a team brainstorming session to discuss graphic design strategies, ensuring alignment with marketing goals. (LO1)

- Helped establish internal deadlines, weekly review cycles, and clear work timelines to support better time management and structured project execution. (LO1)

- Researched competitors' advertising strategies, gained insights from the team, and drafted an awareness campaign design aimed at boosting brand recognition. (LO1)

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:

- Technical Skills: Created and shared Facebook ad design concepts that demonstrated an understanding of campaign goals and branding.

- Communication Skills: Actively contributed in meetings, confidently shared design ideas, and participated in collaborative planning for campaign objectives.

- Time Management Skills: Helped set up structured timelines and deadlines that supported organized, goal-oriented project work.

- Analytical Skills: Identified key market trends, studied competitors' ad formats, and extracted design strategies aligned with target audience expectations.

- Research Skills: Investigated industry design standards, explored target customer behavior, and evaluated effective copywriting methods for e-commerce ads.

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

- Communication Skills: Improve the clarity and impact of presenting design ideas during team discussions. Aim to use visuals, mock-ups, and references to support communication and ensure alignment with project goals.
- Copywriting Skills: Strengthen ad copywriting for both email and social media content by studying persuasive writing techniques and brand voice consistency.
- Software Proficiency: Improve proficiency in tools like Figma for advanced layout structuring, Klaviyo for email marketing campaign analysis and automation, and Canva for optimizing template designs and maintaining branding consistency.

Action I can take to improve my skills and learning:

Goal**:** Strengthen communication, software proficiency, and creative thinking through strategic exploration, consistent practice, and feedback from supervisor and colleagues.

Action: Taking in ideas and inspiration for the design and learning the campaign strategies other companies are making from websites, Use the Facebook Ads Library to analyse how top-performing ads are structured in terms of layout, visuals, and copy, and colleagues. Exploring Figma design system and klaviyo analytics and email templates, and also learn basic of Canva to get best designs.

Timing: Second week of internship 31th march, 2025