



CARLA MUGUIRO

Digital Designer

SELECT WORK

September 2017

SKILLS

ADOBE CREATIVE SUITE

Daily bread - Photoshop, Illustrator, In-Design

Sketch

Used for app design

After-effects

And basic knowledge of animation / flash

HTML / Front-end Web Development

Currently expanding my coding skills

CMS

Worked on Zmags and Magento

EDUCATION

B.A. DESIGN FOR COMMUNICATION

September 2004 – July 2007

UAL Chelsea College of Art and Design

WORK EXPERIENCE

HARVEY NICHOLS

Senior Digital Designer

June 2015 – August 2017

TOPSHOP

Lead Digital Designer

April 2014 – June 2015

Senior Digital Designer

August 2013 – April 2014

Digital Designer

September 2011 – August 2013

Junior Interactive Designer

February 2010 – September 2011

CHETWOODS ARCHITECTS

Graphic Designer

January 2008 – January 2009

ABOUT ME

I like lists! I think they're easier to digest than paragraphs so here are the top five things I'd like you to know about me:

1. My experience is in Digital Design, with a strong focus on experience design. I like to collaborate and have loved working on projects at Topshop and Havery Nicholls where 3rd party partners integrated different functionalities onto e-commerce sites, but where the design was done in-house by me.

2. I have a user-focused design mentality and love solving design problems. I can design and develop simple user experiences that integrate in shopping experiences without being disruptive. I create graphic content flows that don't follow previous templates and love working out unique solutions to each problem I come across.

3. I am confident leading teams, mentoring junior team members and working across various departments such as PR and Marketing. I make strategies come to life, helping my team to deliver great work. It's one of my favourite things about my job!

4. I understand sometimes the smallest jobs can have the biggest impact. I work hard to deliver small digital marketing products (such as ad's) with the same enthusiasm as juicy big campaigns.

5. I have experience pitching my strategies and ideas. I have presented in winning pitch presentations, spoken at brand conferences and had my team's work featured in industry publications such as 'Creative Review'.

5+ (bonus) I genuinely love fashion, branding and am always searching for innovative ways of thinking. It's something that's a hobby for me! Case in point: while living in Los Angeles for three months I am taking a front-end web development course because increasingly there is a need for digital designers to code and work closely with coders to speed up processes.

C.M.

FENTY BEAUTY BY RIHANNA

Campaign digital takeover

Fenty partnered with Harvey Nichols to launch *Fenty Beauty by Rihanna* in the UK. As Senior Digital Designer of Editorial and Creative Services I rolled out the content strategy to support the online launch. This included a full takeover of Business As Usual website content spots, and a digital disruption experience for the user when landing on the site. I also helped develop a shade finder with the online team and multiple features to editorialize the incredible offering of the new brand.

SERVICES

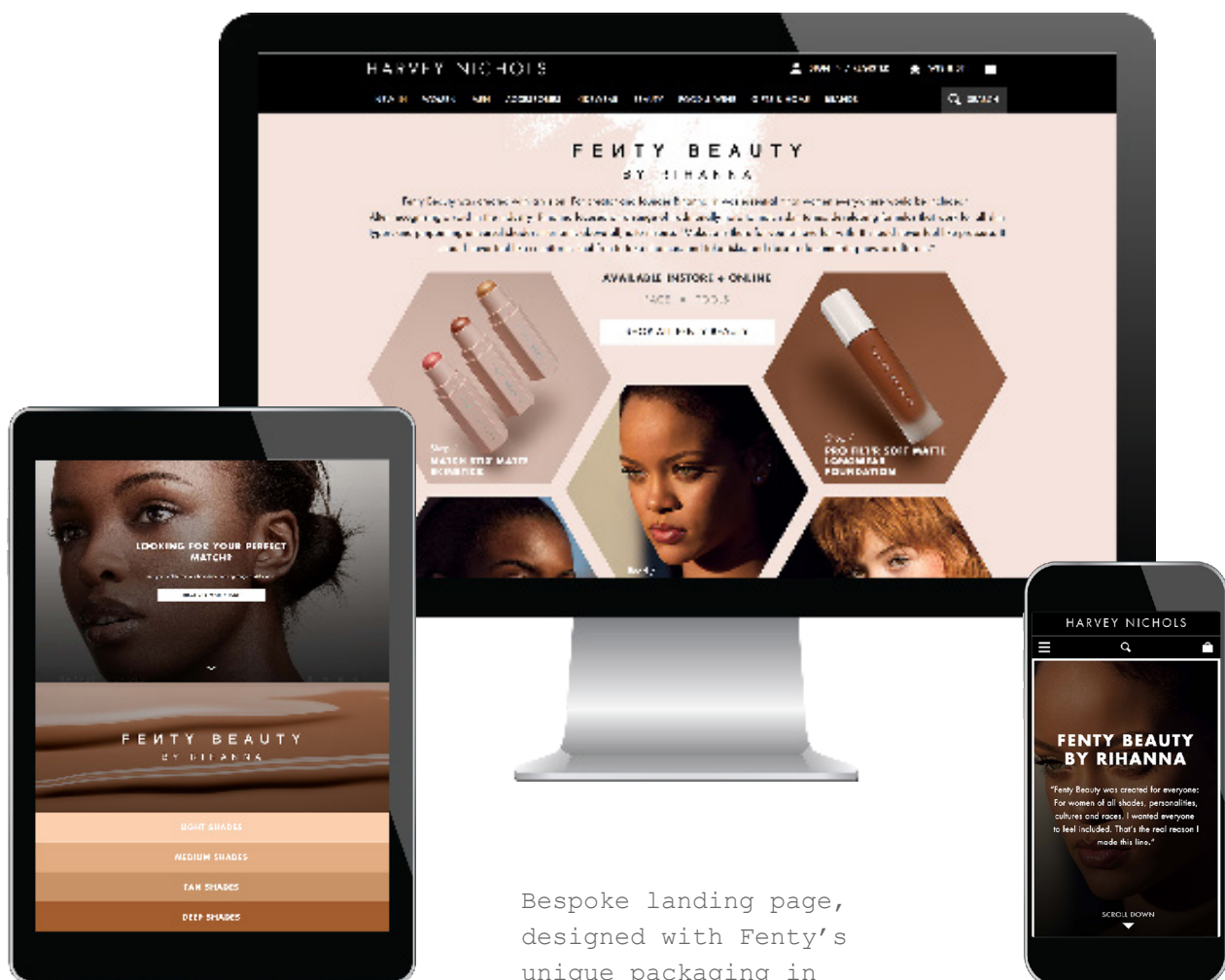
Wireframing

Content Design

User Experience Design

User Interface Design

Web Development



Bespoke landing page, designed with Fenty's unique packaging in mind. Each content block reacts to the user by magnetising to the blocks to its sides.

Shade finder landing page supporting the brand's key positioning for all skin types. Developed by the in-house team.

All editorial around Rihanna, the product and the campaign was housed in a hub feature both on desktop and mobile.



Online a main content hub page and a feature page for each influencer were updated each week.

A video shot in-house was used to hero the project. We used this for the online launch and in-store, as well as on large digital screens in our regional stores.

Mobile first was the focus of this editorial in which reviews could get lengthy and drive away from shopping

HOLY GRAIL

Harvey Nichols beauty editorial

Over 5 weeks, 5 influencers reviewed 25 products in order to find one everlasting beauty edit. The editorial was supported by content across harveynichols.com, social, instore and on our influencer channels. My role included creating a content flow (online and social) to build up excitement throughout the 5 weeks, and delivering weekly updates. The editorial was very successful, the beauty team saw a huge increase on sales for the reviewed products and views went up on all channels.

SERVICES

Wireframing
Content Design
User Experience Design
User Interface Design
Web Development

BRITALIA

Christmas campaign digital takeover

For Christmas 2016, Harvey Nichols partnered with the Italian Ministry of Economic Development and the Italian Trade Agency to champion Italian products. As Senior Digital Designer I rolled out the content and features to support the campaign. This included content as usual plus hand motion graphics, user interface elements and a disruption of the Harvey Nichols logo that turned into Harvey Nicholo when accessing content related to the campaign. All assets were subject to the Italian ministry's approval.

SERVICES

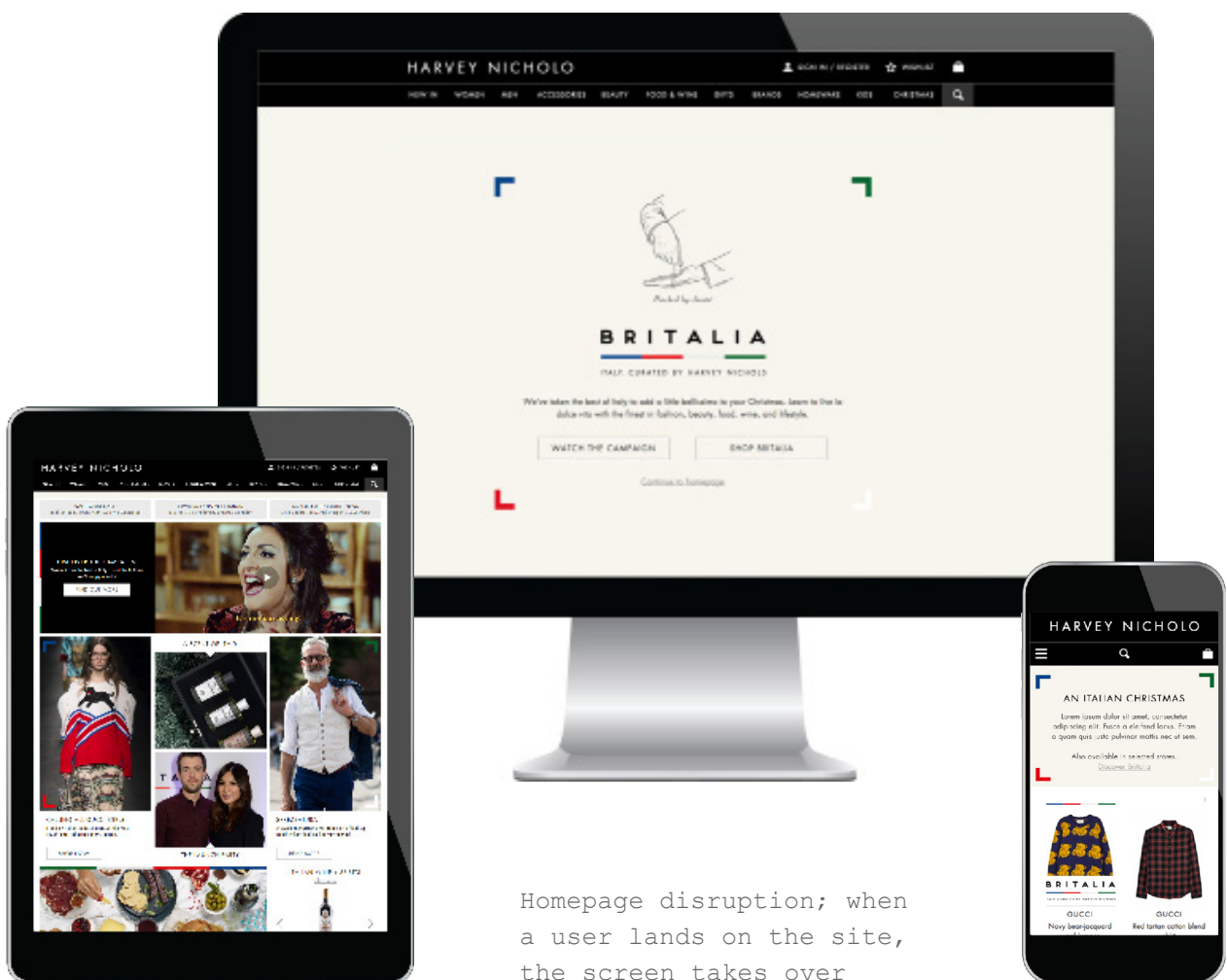
Wireframing

Content Design

User Experience Design

User Interface Design

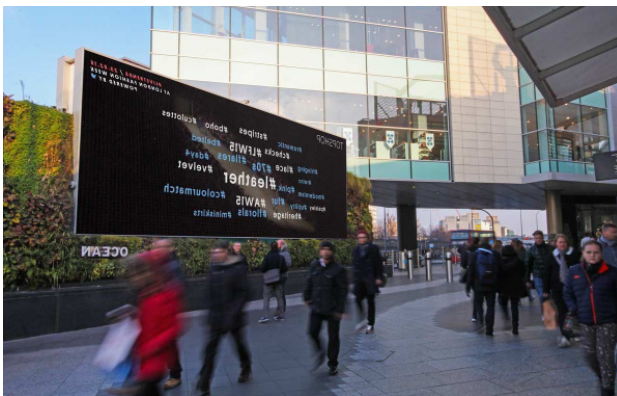
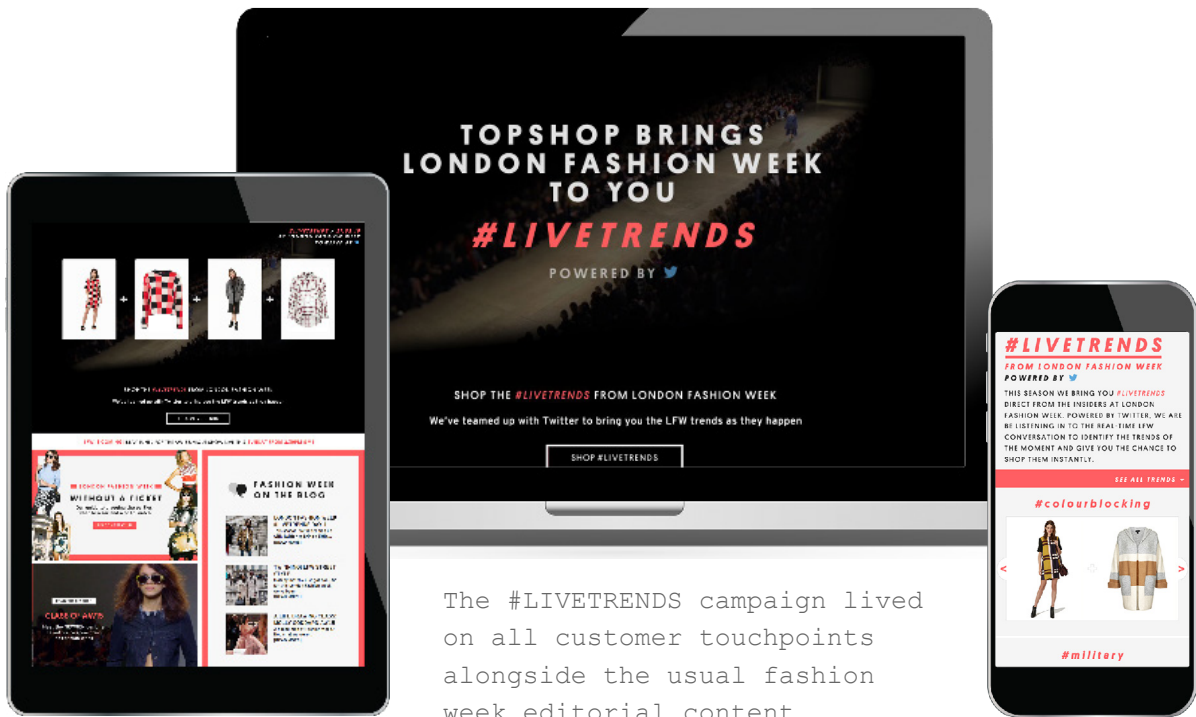
Web Development



The content landing page to which emails were driving users was updated weekly.

Homepage disruption; when a user lands on the site, the screen takes over over with an animation prompting the user to decide to explore further or continue the shopping experience.

Mobile PLP design including interactive slug and content header.



Billboards were a maximum of 10 minutes away from a Topshop store.



Formats varied in size and were designed both in portrait and landscape orientations.

TOPSHOP #LIVETRENDS

In partnership with Twitter and Ocean Outdoor

The #LIVETRENDS interface was designed in-house by TOPSHOP and custom-built by Stackla for the outdoor billboards. Using the Stackla API, we integrated trend data from Twitter with product data from TOPSHOP's own systems to create the billboards dynamically. The dynamic and live content was also featured across all customer touchpoints including topshop.com at the TOPSHOP Showspace at London Fashion Week, in regional stores across the UK, at the Oxford Circus flagship store, and on Twitter.

SERVICES

Wireframing
Content Design
Motion Design
Art Direction
DOOH Design
User Experience Design
User Interface Design
Web Development

TOPSHOP ZINE

Biannual magazine

Topshop used to launch a bi-annual magazine and my team worked on the digital version. Once the concept was signed off our role was to create the user experience, as well as to design engaging ways of digesting large amounts of content. The magazine was viewed on iphone, ipad and desktop. Assets were repurposed for international partners and we also created a short video teaser for launch.

SERVICES

Wireframing

Conceptual Design

Content Design

Motion Design

User Experience Design

User Interface Design

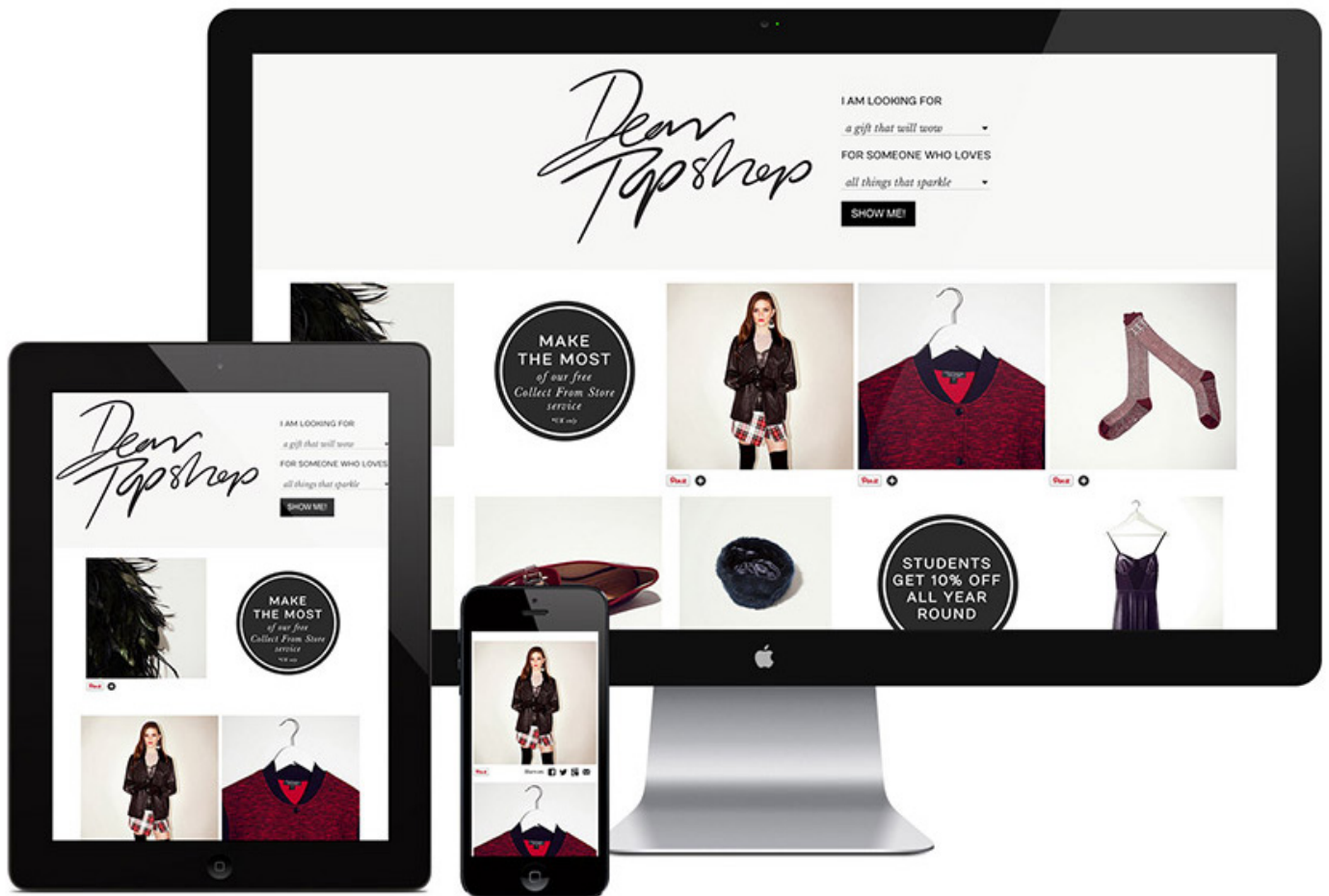
Web Development



Magazine AW13 in collaboration with artist duo 'Gus and Stella.

Magazine AW14
"Generation Girl"

Magazine SS14
"Campaign Girls"



Taking over e-commerce photography on product pages was a big part of this campaign. We directed Catherine Losing to do the still-life, and the model photography was done in-house. Overseeing photography and the production chain was also a part of my role.

The experience on mobile allowed for full shareability on social platforms and e-mail or sms.

We created a widget with the top pinned products, which was showcased on topshop.com's homepage each day.


TOPSHOP CHRISTMAS "DEAR TOPSHOP"

In partnership with PINTEREST

For Christmas 2015, Topshop launched a campaign on Pinterest entitled "Dear Topshop", to help consumers create their "ultimate" Christmas gift guide. The campaign allowed consumers to pull together Topshop items across all of the brand's platforms, from stores and online platforms, to social media and their own gift board. I oversaw the creative direction, including art direction of still life photography, design of the digital "pinnable" gift guide (Pinterest API, beta version), e-mail communication, and social assets.

SERVICES

Content Design
User Experience Design
User Interface Design
Art Direction
Social Media Asset Design



Thank you for reading!
Let me know if you have any
questions and please feel free
to request further information
on any given project.

CONTACT

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