

MAGI ELDIN

BRAND & DIGITAL DESIGNER

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SUMMARY

Brand & Digital Designer with 5+ years of experience spanning U.S. fashion and retail brands, including Cole Haan, Stuart Weitzman, Neiman Marcus, and Lane Bryant/Cacique, plus agency-side campaign work. Builds integrated campaigns across print, digital, social, email, and e-commerce, translating brand strategy into fast-turnaround, on-brand creative for global and regional clients. Bilingual in English and Arabic.

SKILLS

Brand & Creative: Brand Identity, Art Direction, Campaign Design, Visual Storytelling, Typography, Layout

Digital & E-Commerce: E-Commerce Design, Email Design, Social Media Design, Paid & Digital Advertising, Omnichannel Campaigns

Print & Retail Marketing: Print Design, In-Store & Retail Marketing Collateral, Multi-Market Localization

Motion & Animation: Motion Graphics, GIF/Animation for Social & Email

Tools & Technology: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere), Figma, Adobe Firefly, Midjourney, Runway ML, Uizard, ChatGPT (AI-Assisted Workflows)

Platforms & Analytics: Wix, Mailchimp, Meta Business Suite, Google Analytics

Project & Workflow Tools: Screendragon, Monday, Wrike, Miro, Cascade, Notion, Basecamp, Airtable, Slack

Languages: English (Fluent), Arabic (Fluent)

EXPERIENCE

Brand Designer | Cole Haan

Hybrid, New York, NY | Nov 2024 - Present

- Owned creative execution across in-store and digital campaign assets for seasonal initiatives spanning Japan, China, and North America, contributing to a 20% lift in conversion.
- Built and stress-tested scalable design toolkits that let global teams localize campaigns quickly while staying true to brand strategy.
- Produced motion content (GIFs and animations for email and branded storytelling) using Figma and After Effects, shaped by A/B testing and content performance data.

Graphic Designer | Neiman Marcus Group

Part-Time Remote, TX | Jul 2024 - Nov 2024

- Delivered high-impact print and digital visual assets for Neiman Marcus' holiday campaign, part-time and concurrent with a full-time in-house design role.

Graphic Designer | Lane Bryant, Cacique

Remote, OH | Nov 2023 - Nov 2024

- Redesigned the brand's campaign layout toolkit for an omnichannel rollout, driving a 35% lift in customer engagement.
- Partnered directly with Meta to test and optimize social creative for performance, translating results into sharper campaign design.
- Produced high-volume, brand-compliant assets across email, digital ads, print, and in-store marketing, plus motion graphics for storytelling and product focus.

Digital Designer | Stuart Weitzman

Hybrid, New York, NY | Aug 2022 - Nov 2023

- Produced seasonal e-commerce, email, and social creative aligned to brand and product launch calendars.
- Adapted layouts under tight deadlines in close collaboration with editorial and marketing teams.
- Supported global rollout of brand campaigns across paid and owned channels, keeping visual identity consistent market to market.

Sircles Digital Marketing Agency

Cairo, Egypt

Digital Designer *May 2021 - Aug 2022*

- Designed digital campaigns and branded content across social, web, email, and paid media in a fast-turnaround agency environment, translating client goals into cohesive, on-brand visuals.
- Produced high-volume, performance-focused creative while maintaining consistent brand standards across multiple client accounts.

Digital Designer Intern *Feb 2021 - Apr 2021*

- Created social and digital campaign assets for client accounts and adapted brand guidelines into consistent content across platforms, supporting production and revisions in a fast-paced agency setting.

EDUCATION

Bachelor of Fine Arts (B.F.A.), Graphic Design & Communication Design

New York City College of Technology, CUNY | 2018 - 2022

Magna Cum Laude | GPA 3.6