

Zoe Coggan

CREATIVE DESIGNER | BRAND & MARKETING | VISUAL LEAD

I am a versatile and highly skilled Designer and Artworker with over 15 years' experience delivering high-impact creatives that define brand identities and drive global engagement. From designing for household names like Merlin Entertainments and TUI to building visual foundations for ambitious startups, I specialise in bridging the gap between high-level creative concepts and meticulous, production-ready execution. As a dedicated Brand Guardian, I am skilled in managing the full creative lifecycle: from conceptualising visual narratives and commissioning photography to executing complex digital, print, and retail assets. I thrive in collaborative environments, working closely with marketing, UX, and development teams to deliver fresh, unique designs that maintain premium brand integrity across every touchpoint.

Contact



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Portfolio



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Core Skills

Brand & Marketing Strategy:

Specialising in design across digital and print, including typographic systems, brand guidelines, and integrated campaign rollouts.

Digital & UI Design:

Creating visually stunning social media content, web banners, and infographics; collaborating with developers to improve UX/UI and customer conversion.

Visual Storytelling & Art Direction:

Expert image curation, commissioning photography and production teams, and high-end post-production to elevate brand perception.

Multi-Channel Adaptation:

Expertly rolling out core creative concepts across web, social, email, OOH, and large-scale trade event marketing.

Professional Experience

Freelance Graphic Designer | 2019 to Present

As a versatile freelance designer, I work directly with global companies and independent businesses to produce creatives that work across every channel. My focus is on being a versatile, hands-on specialist: whether I am hired to build a brand identity from scratch or execute high-spec assets for established businesses.

- **Integrated Branding:** Developed brand identities that strengthened client positioning and visual consistency across all touchpoints.
- **Digital Content Creation:** Designed campaign-led creatives that increased engagement across web, email, and social channels.
- **Advanced Retouching:** Utilised my photography background to execute complex photo manipulation and colour grading, ensuring a premium, consistent look across all client collateral.

Merlin Entertainments | Freelance/Contract Marketing Designer | 2021 to 2024

Contracted to support trade marketing for global brands, including LEGOLAND, SEA LIFE, and Madame Tussauds, ensuring premium brand expression across international platforms.

- **Global Trade Support:** Produced high-impact visuals and marketing collateral specifically to boost trade visibility and partner engagement across UK, EU, and US markets.
- **Campaign Adaptation:** Translated core agency-led concepts into localised assets for trade and retail channels, including large-format OOH and digital display ads.
- **Premium Artworking:** Delivered large-format visuals with advanced retouching and colour grading for consistent, premium quality.
- **Commercial Success:** Developed trade-focused visuals for partnerships with Ticketmaster and Visit London; the flagship Let's Do London campaign reached 1M+ people.

V&Me | Freelance Graphic Designer | 2022 to 2023

Hired to evolve the brand identity for this baby food service, developing cohesive assets that aligned with their ethos and values. My work enabled a recognisable, premium identity across both digital and print.

- **Design and Artworking:** Produced premium packaging designs, brochures, and digital templates that elevated the brand's premium aesthetic.
- **Digital Identity:** Enhanced the digital user experience by designing website pages and optimising email marketing layouts.
- **Art Direction:** Directed product shoots that strengthened visual storytelling and improved campaign performance.

Software

Adobe Creative Suite

InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom

Digital & Design Tools

Figma, Canva, Acrobat Pro, PowerPoint

Marketing Technology

CMS platforms, Email Marketing Software, Social Media Management Tools

Systems

DAM & Asset Bank systems



Education

PGCE Post Comp Education

Exeter University | Qualified
2008-2009

BA Honours in Photography

Falmouth University | 2:1
2003-2006

BTEC L3 in Graphic Design

UAL Camberwell | Merit
2001-2003

First Mile | Creative Designer | 2019 to 2020

Implemented a full brand overhaul, I worked across all touchpoints to ensure the brand's mission was communicated clearly through a modern and cohesive visual language.

- **Brand Visibility:** Redesigned brand visuals across merchandise and vehicle branding, leading to increased street-level recognition.
- **Packaging Design:** Developed packaging and product branding to support sustainability-focused initiatives.
- **Digital Content:** Produced digital content that supported sustainability awareness and improved customer engagement.

RED (The Global SAP Solutions Provider) | Creative Marketing Designer | 2016 to 2018

As the Creative Lead, I elevated RED's brand presence across multiple business units in the global tech recruitment industry. I balanced hands-on design with strategic oversight to ensure high standards across all outputs

- **Creative Leadership:** Led creative development across sub-brands, improving visual consistency and recognition. Introduced new brand guidelines to strengthen design quality and alignment.
- **Global Collateral:** Produced web banners, social media posts, infographics, and exhibition stands.
- **Digital Redesign:** Led the redesign of their digital platforms, working with developers, creating wireframes to improve UX and visual coherence.

Crystal Ski Holidays (TUI Travel PLC) | Rich Media Editor & Artworker | 2011 to 2016

Key creative lead working alongside the Brand Manager during a full global rebrand, delivering the technical and visual implementation across all major marketing channels.

- **Rebrand Execution:** Implemented the new identity across the website, integrated campaigns, and the design of premium lifestyle brochure sections.
- **Art Direction:** Commissioned and managed international photoshoots and marketing videos, overseeing locations, staff, and high-end post-production. Collaborating with a director who later achieved award-winning success in adventure filmmaking.
- **Viral Campaigns:** Developed a winter campaign video that reached over one million views on social media.
- **Broadcast Media:** Produced branded animations for broadcast (4OD/Sky) and a winter campaign video reaching 1M+ social media views.

Bexley College: Photography & Graphic Design Lecturer | 2009 to 2011

Delivered BTEC Levels 1-3 in photography and graphic design, supporting students' technical and creative development.

PSC Photography Ltd: Photography/Studio Assistant | 2007 to 2008

Supported high-profile commercial shoots for prestigious clients including Vogue, Savile Row, and The Times.

- **Pre-production:** Prepared equipment, assisted photographers, and managed studio resources for high-end still-life and product photography.
- **Postproduction:** Assisted with retouching images for client delivery while maintaining smooth workflow.