

MOLLY SPURGEON

SUMMARY

Senior Digital Designer with expertise in crafting visually impactful digital content and maintaining cohesive brand identity across diverse platforms. Proven skills in UX/UI design, social marketing, and team management, resulting in user-friendly interfaces and engaging digital experiences.

SKILLS

- Figma Expert
- Adobe Creative Suite
- UX and digital design
- Team management
- Social media design
- Packaging design
- Branding and identity
- Ecommerce design

EXPERIENCE

MAC COSMETICS, NEW YORK — *Senior Digital Designer*

DECEMBER 2020 - PRESENT

- Spearheaded creation of all digital assets for global product launches including email and paid social.
- Managed a team of skilled freelancers and presidential associates to ensure project success.
- Collaborated with high-profile clients such as Disney, Marvel, and Richard Quinn on innovative product designs.
- Worked alongside social, image, and packaging teams to optimize campaign outcomes.
- Updated design language regularly to enhance accessibility and adapt to evolving design trends.

APOTHEKE, BROOKLYN — *Creative Designer*

MAY 2018 - DECEMBER 2020

- Designed packaging, web interfaces, and email marketing materials for various campaigns.
- Led creation and redesign of Apotheke Home's website to enhance user experience.
- Conducted A/B testing on email marketing campaigns to improve conversion rates.

SOUDA, BROOKLYN — *Assistant Designer*

MAY 2019 - SEPTEMBER 2019

- Constructed molds for high-end furniture and lighting products.

- Assisted in all parts of the design process, from CAD to final product creation.
- Contributed to email marketing initiatives to promote products and engage clients.

EDUCATION

PRATT INSTITUTE — *Bachelors of Industrial Design*

GRADUATED 2019

- Foundation Merit Competition Secondplace Scholarship Recipient
- IDSA Student Merit Award Nominee
- Pratt Show Exhibitor
- Presidential Scholarship Recipient

WEBSITE, PORTFOLIOS, AND PROFILES

www.MollySpurgeon.com