


# Zoe Coggan

DESIGNER | ARTWORKER | PHOTO EDITOR

 London E15

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 [zoecoggandesigns.com](http://zoecoggandesigns.com)

## Skills

Graphic Design, Branding,  
Marketing, Packaging, UI  
Design, Art Direction, Photo  
Editing, Photo Retouching

### Software



## Education

### PGCE Post Comp Education

Exeter University | Qualified  
Specialising in Design &  
Photography  
2008-2009

### BA Honours in Photograph

Falmouth University | 2:1  
2003-2006

### BTEC Level 3 in Graphic Design

University of the Arts London |  
Merit  
2001-2003

### GCSE's

A - Maths, 1999  
B - English, 2000  
B - Media Studies, 2000  
B - Art, 2000

Bringing more than 15 years of experience, I offer a wealth of expertise and a unique perspective to each project. I have a successful track record of delivering projects that involve graphic design, photography, video production, and animation across both print and digital platforms. My aim is to provide fresh, high-quality designs that go beyond your expectations. Regardless of the design challenge, I possess the creative skills to bring your vision to reality.

## Work Experience

### Freelance Designer (2018-Present)

As a freelancer, I have completed a variety of creative projects for clients, including branding, web design, video editing, social media assets, animation, and photography. My expertise in graphic design and photography has allowed me to deliver high-quality projects across print and digital platforms.

### Global Trade Marketing Designer – Part-Time (2021-2023)

#### Merlin Entertainments PLC

My role involved creating ads and promotional materials for Merlin's trade partners, showcasing attractions like LEGOLAND, Alton Towers, Madame Tussauds, Sea Life, The Dungeons, Warwick Castle, and the London Eye. I worked on various campaigns and partnerships, notably 'Let's do London', Ticketmaster, and Beefeater Gin to create captivating experiences for visitors.

### Freelance Designer (2022-2023) - V&Me

As a freelancer, I played a crucial role in shaping VandMe's brand identity through design and branding projects. I created brochures, packaging, website pages, email templates, and social media content. I also oversaw photoshoots and established brand guidelines for consistency.

### Creative Designer (2019-2020) - First Mile

As the creative designer, I led the brand redesign and ensured a cohesive brand image across platforms. I elevated their brand identity and design standards by creating marketing materials, refreshing products, and producing promotional content.

### Creative Designer (2016-2018) - RED SAP Solutions

As Creative Design Lead, I oversaw marketing material creation, managed project schedules, collaborated with suppliers, set branding standards, launched new collateral, designed exhibits and ads, led the website redesign, crafted promotions, and collaborated with the digital team on campaign tactics.

### Creative Artworker & Rich Media Editor (2011-2016) – Crystal Ski

At Crystal Ski Holidays, I developed and implemented a visual strategy to increase brand visibility. This involved organizing photo shoots, creating promotional videos, and collaborating on advertising campaigns. I also handled photo editing, produced marketing animations and videos for TV and outdoor ads, and fostered relationships with external partners.