

Magi Eldin

Brand & Campaign Designer based in New York, experienced in interactive storytelling, visual campaigns, and Figma-based prototyping for luxury and retail brands across U.S. and global markets.

Experience

Brand Designer @ Cole Haan

Nov 2024 – Sep 2025 | Hybrid, NY

- Owned creative execution across all in-store and digital campaign assets, leading seasonal design initiatives in Japan, China, and North America that improved conversion rates by 20%.
- Designed and tested scalable toolkits for global teams, aligning with brand strategy and enabling rapid localization across multiple markets.
- Produced GIFs and animations for newsletters and branded stories using Figma and Adobe After Effects, informed by A/B testing insights and content performance data.

Graphic Designer @ Neiman Marcus Group

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

- Supported Neiman Marcus' holiday campaign with high-impact visual assets across print and digital channels.

Graphic Designer @ Lane Bryant, Cacique

Nov 2023 – Nov 2024 | Remote, OH

- Collaborated closely with Meta to test and drive social media engagement across brand campaigns.
- Designed a refreshed campaign layout toolkit for omnichannel rollout, resulting in a 35% lift in customer engagement.
- Produced campaign assets, toolkits, and motion graphics (GIFs/animations) using Figma and Adobe tools to enhance storytelling and product focus. Created high-volume, brand-compliant assets for email, digital ads, print, and in-store marketing.

Digital Designer @ Stuart Weitzman

Aug 2022 – Nov 2023 | Hybrid, NY

- Produced seasonal creative assets for e-commerce, email, and social platforms.
- Collaborated with editorial and marketing teams to adapt layouts under tight timelines.
- Supported the rollout of cohesive global brand campaigns across paid and owned channels.

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 linkedin.com/in/magieldin/

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 |
Dean's List (5x) | National Society of Collegiate Scholars (Top 10%)

Tools & Skills

Visual Design:

Brand Identity, Art Direction, Layout, Campaign Design, Templates, Typography

Project Management:

Screendragon, Monday, Wrike, Miro Cascade, Notion, Basecamp, Airtable, Slack

Adobe & Ai:

Adobe CC (Photoshop, Illustrator, Lightroom, InDesign, After Effects, Premiere), Figma, Firefly, Runway ML, ChatGPT, Uizard, Midjourney

CMS & Analytics:

Wix, Mailchimp, Meta Business Suite, Google Analytics

Languages

English (Fluent), Arabic (Fluent)