

FELICITY BAGLEY

CREATIVE DESIGN LEAD

PORTFOLIO

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PERSONAL PROFILE

Strategic, future-focused, and endlessly curious, I am a Design Leader with 14+ years' experience scaling brands and leading creative across global businesses in drinks, skincare, entertainment, sport and automotive.

I combine creative vision with commercial insight to deliver cross-channel campaigns that elevate brands and deliver measurable results. Championing new technology, monitoring emerging trends and embedding AI-powered workflows to accelerate ideation, automation, and content creation without compromising craft.

I approach every brief with a balance of brand integrity, innovation, and commercial awareness. Ensuring the design not only looks exceptional but performs effectively across all channels. I thrive in fast-paced environments where creativity, precision, and teamwork are essential.

CORE SKILLS

CREATIVE DIRECTION CROSS-CHANNEL CAMPAIGN PLANNING BRAND DEVELOPMENT & IDENTITY AGENCY LEADERSHIP UI/UX & CRO OPTIMISATION
ADOBE CLOUD FIGMA TRELLO MICROSOFT OFFICE CONTENTFUL MID JOURNEY CHAT GPT FIREFLY

EXPERIENCE

LAITHWAITES WINE

(SEPTEMBER 2020 - OCTOBER 2025) DIGITAL DESIGN MANAGER / ACTING HEAD OF CREATIVE

- Directed and inspired a multi-disciplinary creative team (designers, copywriters, developers) and external agency partners.
- Embedded cultural insight of emerging trends and technology to increase productivity and spark creativity. Applied testing and research to campaigns to increase audience insight. This allowed me to deliver a unified brand experience across digital, print, email and social.
- Partnered with senior directors (Product, Marketing, eCommerce, SEO) as the strategic creative voice. Influencing key decisions to shape brand campaigns globally, that were within timescales, budget and aligned our visual story telling to wider commercial goals.
- Owned and evolved brand guidelines and design systems for multiple brands and partnerships, ensuring coherence across all channels for each. This ownership allowed me to enhance UX and accessibility within the new CMS architecture. SEO best practices and drive performance.
- Oversaw end-to-end integrated campaigns, from strategic briefing and concepting to cross-platform execution. Balancing storytelling, rooted in brand values and data driven messaging that would resonate with our customers to grow our performance metrics.
- Acted as brand advocate and creative lead in executive and external settings, championing creative excellence and demonstrating its commercial value.
- Delivered award-winning creative (Online Retailer of the Year 2025) that fuelled measurable growth in engagement, conversion and retention. Driving results across on-site experience, subscription acquisition, organic and paid social and email performance.

EDUCATION AND QUALIFICATIONS

UNIVERSITY OF SURREY
(SEPTEMBER 2010 - JUNE 2013)

BSC DEGREE IN MULTIMEDIA DESIGN 2:1

PERSONAL HOBBIES

 MUSICIAN (SINGER AND GUITARIST)  GYM & FITNESS  ILLUSTRATOR  SPORTS FAN

EXPERIENCE CONTINUED

CHILDS FARM

(JULY 2019- AUGUST 2020) SENIOR DIGITAL DESIGNER

I led the digital creative direction for Childs Farm during a critical phase of brand growth, overseeing the execution of content across all digital and e-commerce touchpoints. My work shaped how the brand was visually represented to customers online, combining playful storytelling with commercial performance.

Key responsibilities & achievements:

- Directed and produced digital content across web, social, CRM, and Amazon A+, ensuring consistency, engagement, and brand alignment at every touchpoint.
- Drove the creative vision for new product launches, overseeing end-to-end delivery from campaign ideation to final execution in collaboration with internal teams and external creative, marketing, and PR agencies.
- Played a hands-on role in the brand's eCommerce optimisation strategy, including designing high-impact Amazon A+ content that reflected the brand's personality while enhancing conversion.
- Maintained a strong visual identity across fast-paced digital campaigns, championing innovation and ensuring all creative adhered to brand values and tone of voice.

NCC

(MAY 2018 - JULY 2019) SENIOR GRAPHIC DESIGNER (CONTRACT)

Brought on as a senior design lead to steer the creative strategy and full-scale rebrand of the NCC, delivering a modernised identity across multiple channels — from corporate communications to national event branding.

Key responsibilities & achievements:

- Spearheaded the complete visual rebrand of the organisation, from conceptual direction through to final rollout across all digital, print, and event platforms.
- Led the creative development of NCC's flagship October and February Shows at the NEC Birmingham, including large-format environmental graphics, on-site experience design and supporting campaign materials.
- Delivered integrated design solutions across digital and print, balancing strategic objectives with strong visual storytelling.
- Acted as a central creative liaison between internal stakeholders and production partners, ensuring brand consistency and timely delivery under tight event deadlines.

FIGMENT PRODUCTIONS

(FEBRUARY 2014 - APRIL 2018) GRAPHIC DESIGNER

As a core creative within a fast-paced, multi-disciplinary team, I worked on 2D and motion graphics for immersive and interactive experiences for high-profile global brands. My role spanned concept development, hands-on design, and cross-functional collaboration with editors, CGI artists, developers and technical teams to deliver seamless, multi-sensory experiences.

Key projects included:

Merlin Entertainments – Designed interactive exhibits and VR experiences for world-renowned attractions including Sea Life, the Blackpool and Orlando Eye, Derren Brown's Ghost Train (Thorpe Park), and Galactica (Alton Towers), ensuring consistent alignment with brand storytelling and audience engagement.

The Royal Mint, Wimbledon, Warwick Castle, Ulster Rugby & Manchester Archives – Delivered engaging educational and historical content through digital exhibits and immersive VR environments, tailored to each brand's identity and user expectations.

