AngeliqueEllis

PORTFOLIO
2026

About Me

Creative Designer | Brand, Print & Digital

I'm a multidisciplinary Creative Designer with over 15 years of experience across branding, advertising, print and digital design. My career began in creative agencies, where I worked on everything from brand identities and advertising campaigns to editorial layouts and digital experiences. Over the years, I've expanded into UX/UI and product design, bringing a deeper understanding of accessibility, audience needs and how to communicate complex information clearly.

I enjoy the entire creative process, from exploring ideas and developing visual concepts to refining the details that bring a design together. Whether I'm working independently or collaborating with a team, I love creating thoughtful, engaging work that connects with its audience.

> *"During her time at VMLY&R, Angelique was an absolute legend. The work she produced was always on brief and of superb quality, and her ability to work within a broader multi-disciplinary team and create beautiful work is excellent. She always pushes herself to try new things and deliver beyond expectation. Angelique also has a fantastic work ethic and is always willing to assist in a crisis or when the broader team is under pressure. Angelique is an A-player and I would highly recommend her (and take her back in a heartbeat)."*
>
> **Adam Whitehouse**
> Executive Creative Director // VMLY&R



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Logo Design

Brand Identity & Visual Communication











Photo Editing, Manipulation & Compositing

Retouching, Creative Exploration & Visual Storytelling

Photoshop has always been one of my favourite creative tools. It's where I enjoy experimenting with ideas, exploring different techniques and pushing my creativity beyond everyday design work.

From photo retouching and compositing to more imaginative visual concepts, I enjoy transforming imagery into something engaging and unexpected.

This collection brings together commissioned projects and personal explorations, showcasing my technical skills, creative thinking and attention to detail.







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Digital Campaign & Design

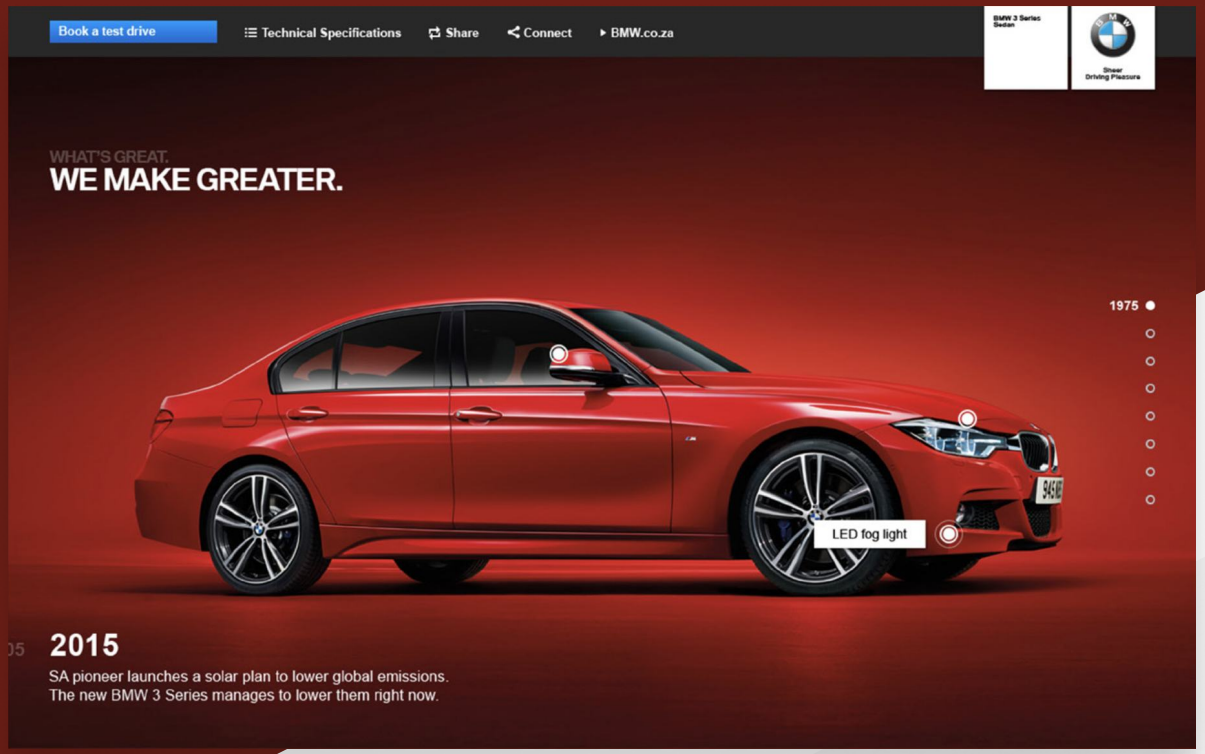
BMW 3 Series 40th Anniversary –
Premium Digital Experience

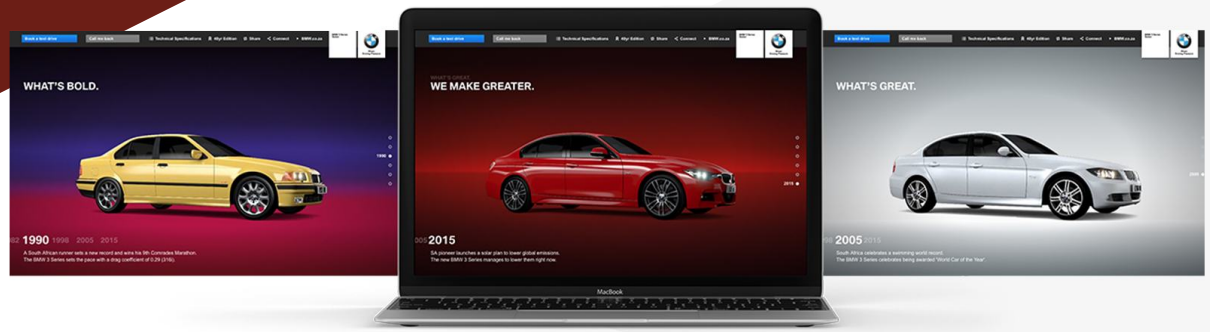
To celebrate 40 years of the iconic BMW 3 Series, BMW launched an immersive digital campaign showcasing the evolution of the vehicle and introducing its latest generation.

As Lead Digital Designer at VMLY&R, I designed the interactive microsite, combining premium brand storytelling, engaging digital experiences and meticulous photo editing to bring the campaign to life.

Working within BMW's strict global brand guidelines, I collaborated with developers and motion designers to create a visually rich, seamless experience that attracted over 65,000 unique visitors and generated 858 test drive bookings.

View the Full Case Study →





Product & Brand Design

Bahbu Brand Identity & Product Development

Bahbu is a personal project inspired by my love of pets, plants and thoughtful, functional design. I've developed the brand identity, designed a personalised pet bowl using 3D modelling software, and created product imagery and lifestyle visuals to bring the concept to life.

The project is still evolving, with the website and marketing materials currently in development.

BAHBU

PAW & ROOT

Charcoal Sage Sand Linen Clay









Packaging & Promotional Design

Michele's Vegan Deli Branding & Marketing

A creative project for a vegan food start-up, bringing its products to life through a collection of branded marketing materials.

The work included product label design, social media graphics and an informational flyer introducing the product range. The focus was on creating engaging, cohesive designs that communicated the brand's personality while keeping the product information clear and approachable.

Each piece was designed to work together, creating a consistent visual presence across packaging, print and digital channels.







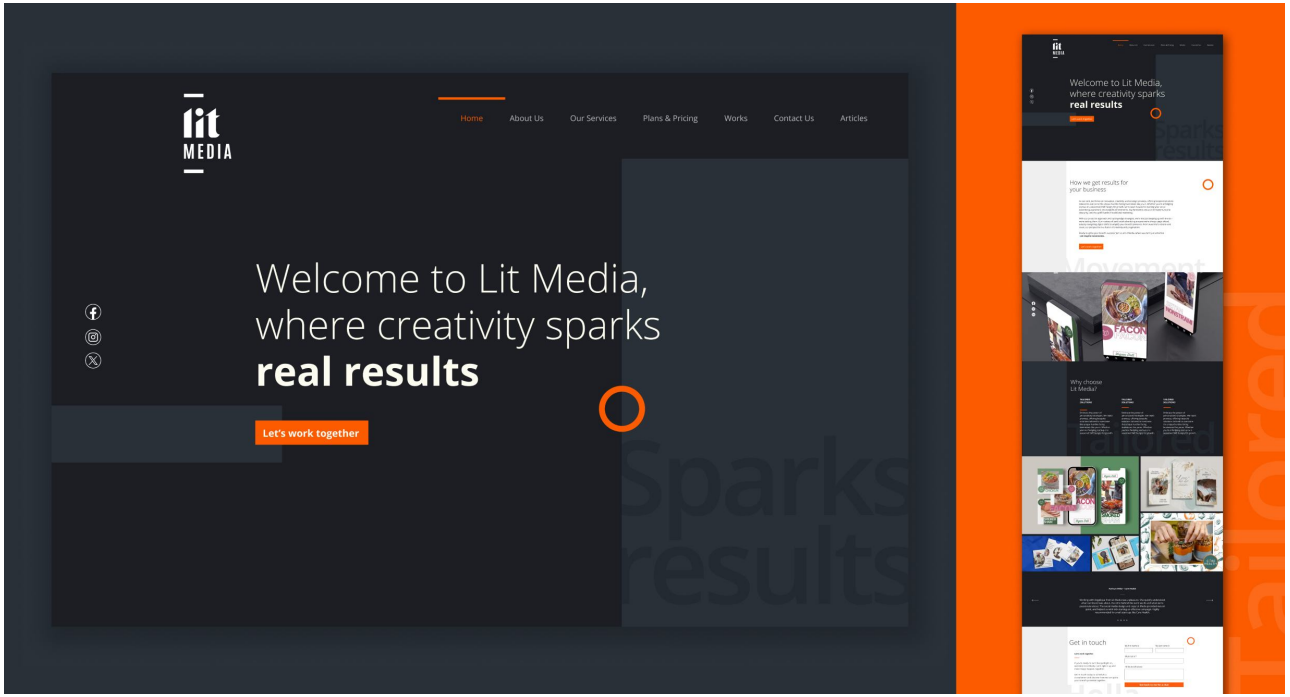
Brand Identity & Digital Design

Lit Media Branding & Launch Materials

Lit Media is a digital-first brand concept developed for creators, small businesses and entrepreneurs looking to build their presence through digital storytelling and media services.

I created the visual identity and extended it across the website, presentation templates, promotional videos and launch materials, establishing a consistent and recognisable brand across digital and marketing channels.

View the Full Case Study →





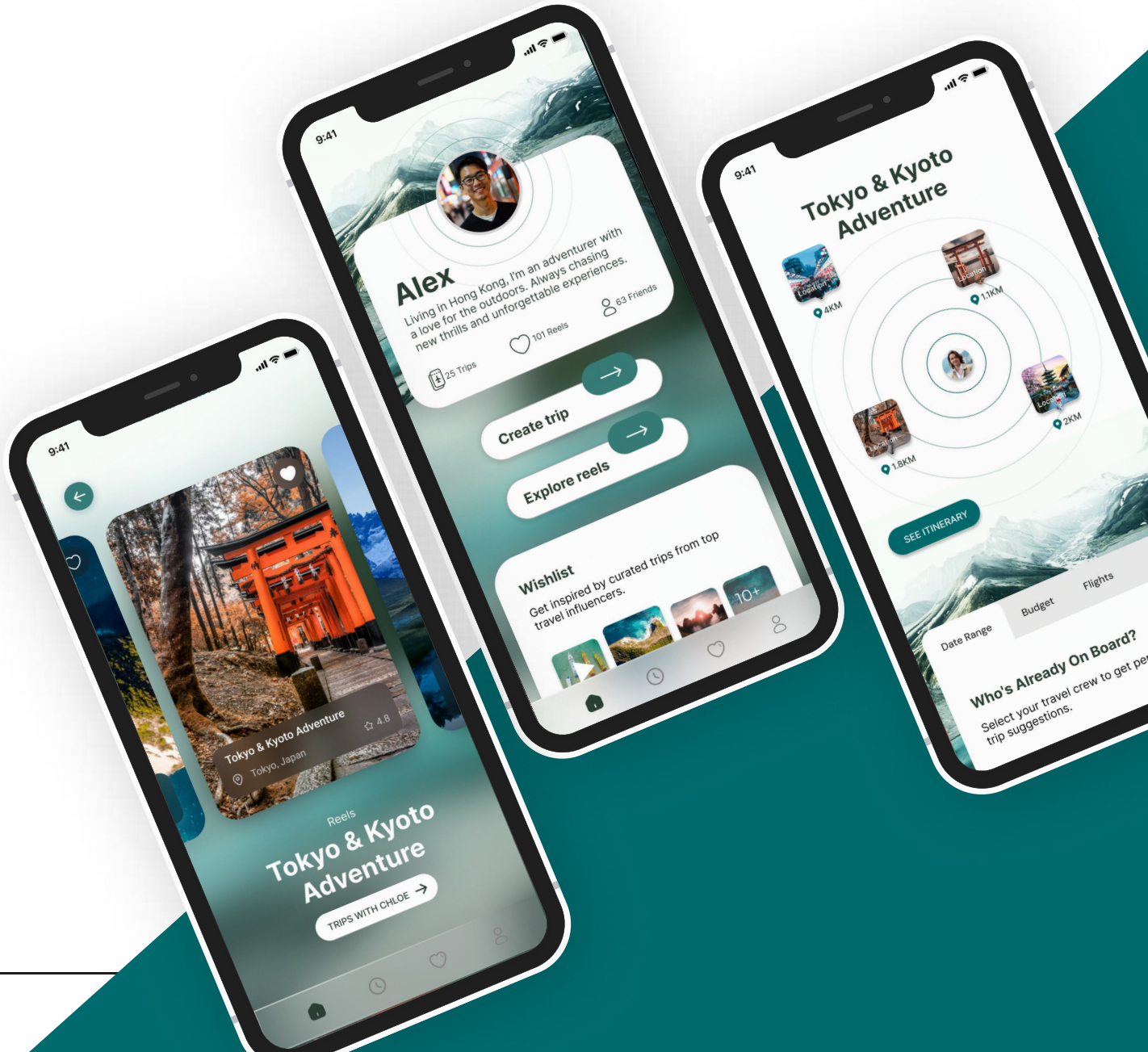


Travel Planning App Concept

Group Travel Experience & UI Design

Working with Cathay Pacific and Bayon's Customer Experience Director, I helped explore a more connected approach to group travel planning, bringing bookings, itineraries and communication into one experience.
My contribution included mapping user journeys, participating in ideation workshops and designing high-fidelity interfaces and interactive prototypes.

The resulting concept brings flights, accommodation, activities, group messaging and AI-powered recommendations together in one platform, making group travel easier to organise and navigate.



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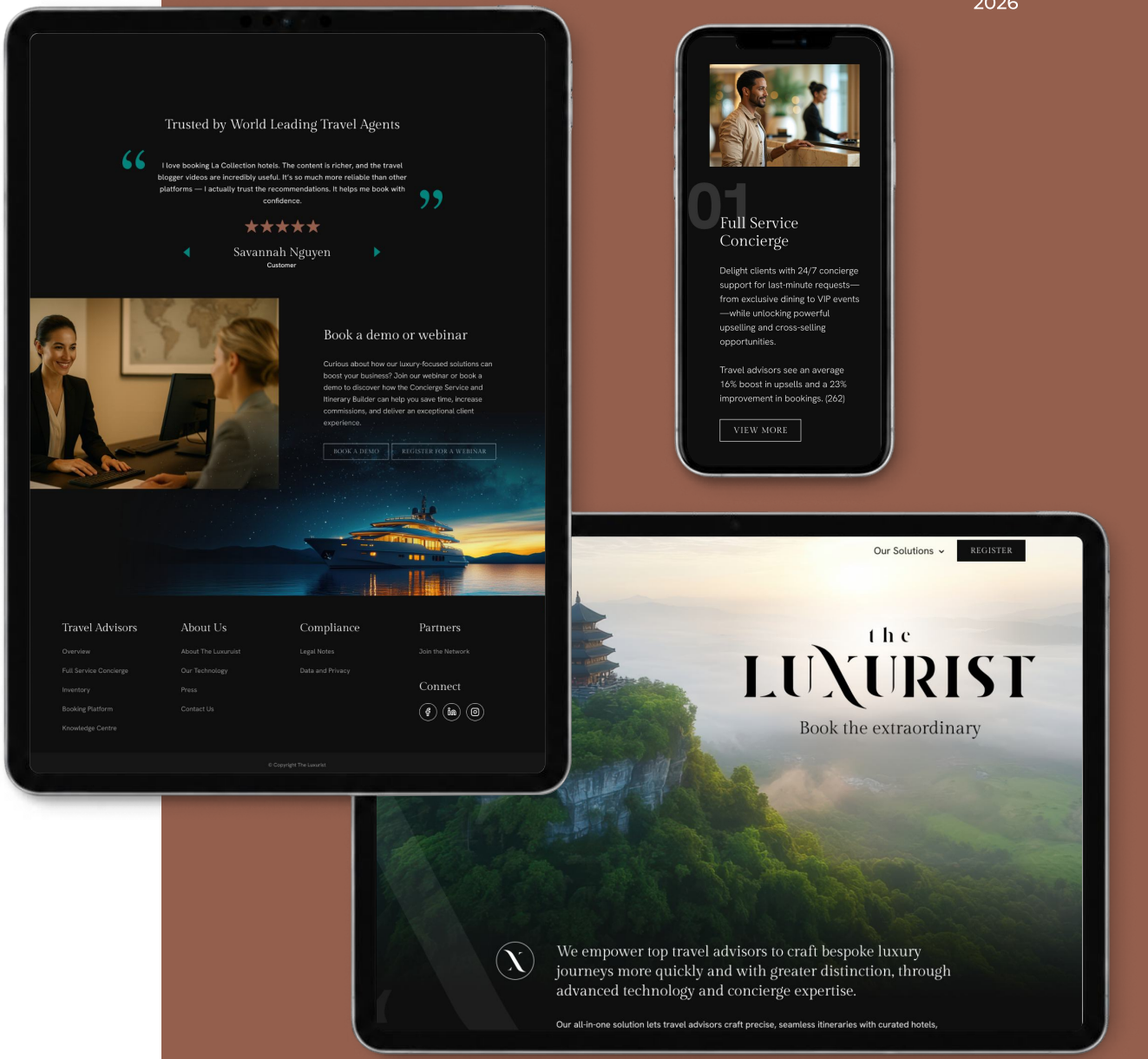
Responsive Website Design

Luxury Travel Website | UI & Accessibility

I designed a responsive website for The Luxurist, a luxury travel brand, balancing a refined visual style with clear navigation and an intuitive user experience.

The design uses consistent layouts and components across desktop, tablet and mobile, with accessibility considerations incorporated into the experience.

The result is a cohesive digital presence that reflects the brand's premium positioning while remaining practical and easy to navigate.



Mobile App Design

AI-Powered Financial Wellness Platform

Working with Bayon, I designed a mobile financial wellness experience for Trustly, helping people better understand their finances and make more informed spending decisions.
The app brings together predictive cash flow forecasting, personalised insights and AI-powered guidance to help users plan ahead and manage their money with greater confidence.
My focus was on simplifying complex financial information through clear visualisation, intuitive navigation and an approachable interface that makes everyday financial planning easier to understand.

As part of the project, an external branding agency developed the brand direction and provided a selection of visual concepts. Using the approved designs as a foundation, I extended the visual language across the app, creating a cohesive set of assets including data visualisations, graphs, imagery, icons and UI components. This ensured the new brand identity was applied consistently throughout the product while maintaining a clear and intuitive user experience.

