



# Danielle Muntyan

Graphic Designer - Fashion,  
Beauty & Lifestyle

📍 Doncaster, UK

[Portfolio link](#)

[Portfolio file](#)

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## Links

[Website](#) [LinkedIn](#)

[Instagram](#)

## Languages

English (Native)

## About

- Graphic Designer, specialising in the fashion, beauty & lifestyle Industries with 8 years experience across full-time and freelance roles
- Currently: Freelance Graphic Designer for Luxe to Kill, Forever Unique, I Saw It First, Vieve, Glossify, Peached and Poundlashes
- Leeds Arts University MA Creative Practice Graduate

## Clients

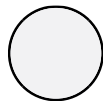
NAF! (Professional)  
Four8  
Velvet Extension FR  
Sophie Mary Aesthetics  
Halo Evangeline  
Vital Auto  
Glossify  
Quanticlo  
Forever Unique  
Sodah London  
Nothing But Style  
Sweat // SZN  
Luxe to Kill  
MUSE The Agency  
MUSE The Foundation  
Renuvo Beauty  
Next Level Life  
Sassy Online / Cindi London  
Sassy Lash  
Pound Lashes  
Posh and Popular  
Missbehaved  
Angel A Studios  
Glam Goddess Boutique  
Kirsty Doyle  
Hilson  
EnForme Denim  
Fabparel  
The Hairstylists  
Jessica McLaren  
Nicole Lynel  
Hollie Flynn Makeup  
Mars The Label  
LOLO London  
Ohmycase  
Hanni  
Mmmly  
AQUA Hair Extensions  
Drnxmyth  
Vitaclean  
All Dolled Up  
Salonbae  
Amel Talks  
Emmy Creates  
Six Wishes  
UK Lash  
With Love Lilly  
TOTI London  
Miss Actually  
Louise Rumball  
CGD London  
Cassandra Harris  
Talia White Photography  
Girl Gang Cosmetics  
Sempre Tu

Barely Cosmetics  
Beaubell  
Posh and Popular: Fashion and Beauty Summit  
Unlocked Branding  
Beautaniq by The Beauty Crop  
Jade Clark  
Mamas and Papas  
Propaganda Agency & Gym King  
Miss Sixty  
Lottie Haigh: Wedding & Occasion Hair  
Elvi The Label  
Milk and Honey  
DOKO by The Curious Collective  
Johnny Loves Rosie  
Laurence King & Magma Publishing

#### BRANDS WORKED WITH



## Experience



### ● Freelance Graphic Designer

I Saw It First | Sep 2022 - Now

-Working with the Creative Team, Social Team and Brand Manager to develop social content at key times to promote collection launches and to promote specific product lines.  
-Leading on all aspects of design for digital promotions, from website banner designs, emailer designs and advertising materials, to lookbooks, PR materials and event promotions.



### ● Freelance Graphic Designer

Forever Unique | Nov 2021 - Now

-Working with the Social Team and Brand Manager to develop social content at key times to promote collection launches and to promote specific product lines.  
-Leading on all aspects of design for digital promotions, from website banner designs, emailer designs and advertising materials, to lookbooks, PR materials and event promotions.

### ● Freelance Graphic Designer

Nothing But Style | Dec 2021 - Now

-Working with the Brand Manager to develop digital content for a range of digital artworking, leading on all aspects of design, from emailer design, social media content and website graphics.



### ● Freelance Graphic Designer

VIEVE | Aug 2022 - Oct 2022

Working on a Freelance basis for VIEVE, a cosmetics brand founded by makeup artist and influencer, Jamie Genevieve. [www.vieve.co.uk](http://www.vieve.co.uk)  
[@vievmuse](https://twitter.com/vievmuse)

Key Responsibilities:

-Working with the Social Team, Ecommerce Manager and Marketing Manager to develop social, email and website content at key times to promote collection launches and to promote specific product lines.  
-Working with retailers such as Harrods, Space NK and Cult Beauty to deliver site specific assets.  
-Assisting on creative development of campaigns and photoshoots.

### ● Design Lead

the Greenhouse | May 2021 - Jul 2022

Working on a freelance basis for The Greenhouse, producing digital assets such as emailer designs and graphic design content for paid media marketing for a range of fashion, haircare, lifestyle, food and drinks brands.

Clients include: AQUA Hair Extensions, OXB Jewelry and Sparkling Botanics.

[www.growwithgreenhouse.com](http://www.growwithgreenhouse.com) @growwithgreenhouse

Key Responsibilities:

- Working with the Copy Writer and Marketing Manager to develop digital content for a range of briefs for a variety of clients.
- Leading on all aspects of design, from emailer design, video content and social media content to website graphics.



## ● Freelance Graphic Designer

OhMyCase | Mar 2021 - Jan 2022

Working on a Freelance basis for Ohmycase, France's leading phone case and accessory distributor, with retail outlets both in the USA and UAE. I lead on all design concepts for the brand from phone case design and packaging to website graphics and promotional materials. [www.ohmycase.com](http://www.ohmycase.com) @ohmycase Key Responsibilities:

- Working with the Social Team and Marketing Manager to develop social content at key times to promote collection launches and to promote specific product lines.
- Working with the Social and Influencer Teams to design collections for Influencer collaborations and collections.
- Leading on all aspects of design, from packaging design to phone case design, social media content creation and website graphics.



## ● Creative and Marketing Director

Luxe To Kill | Mar 2018 - Mar 2019

Working on a freelance basis for Manchester based fashion ecommerce brand Luxe to Kill, as a Freelance Graphic Designer and previously as the Creative and Marketing Director. I primarily work with the company director establishing the brands presence and channels of communication, whilst planning and overseeing all visual content. I lead on all design concepts for the brand marketing content, utilise social strategies for the brand, and realise multi media campaigns on a seasonal and on-going basis. I also work with Luxe To Kill's sister brand, influencer and events agency, Muse The Agency (formerly The Luxe Lust), planning and booking international and national influencer trips and events, along with creating and directing appropriate marketing and social content. Key Responsibilities:

- Planning social marketing strategies to drive sales and website traffic working toward targets and company goals, whilst boosting social engagement for both Luxe to Kill and The Luxe Lust.
- Working with the Social Team and Content Writers to implement social strategies, whilst planning and overseeing a range of social media content, including, Instagram posts and stories, Instagram videos, YouTube content, Influencer content and written content, i.e. campaign copywriting and blog posts.
- Overseeing the Social Team and Content Writers for the Luxe Life blog, planning content and feeding back amends where needed.
- Leading on campaign planning and execution, including collaborations as well as seasonal and on-going advertising and marketing campaigns.
- Leading on all aspects of design, from website design to packaging design.
- Planning international influencer trips, i.e. Mykonos, Bali, Dubai.
- Planning national influencer and brand events, i.e. Product/Collab Launches.
- Art direction and photoshoot planning; both model based and product led.
- Working with a range of stylists, make up artists, photographers, re-touchers and videographers to realise campaign content, both in the UK and abroad.



## ● Lead Graphic Designer

HD Brows | Jun 2017 - Mar 2018

Working in-house as the Lead Graphic Designer for HD Brows, leading, managing and designing all print based, and digital collateral for the business. My biggest achievement at HD Brows is working with the 2018 rebrand campaign from model casting, to final print proofing, and seeing the vision come to life. Key Responsibilities:

- Line management of the Junior Graphic Designer, freelance Photographers and in-house Graphic Design freelancers.
- Managing the studio, briefing processes and workflow.
- Managing budgets for product and creative photography, along with all design/ photography related assets.
- Communicating and working daily with all aspects of the business and marketing team, for example, content, social, web development, ecomm, PR and legal.
- Responsible for leading all design aspects of the business including packaging design, e-shots, social media, ecommerce, web design, promotional and sales materials, trade advertisements and trade show materials/stand artwork, presentations, salon and trade materials, brand campaigns, brand development, training and education and event materials, to name a few.
- Responsible for organising and managing the print and digital deadlines for all artwork covered in the company re-brand, whilst ensuring deadlines and briefs are met, whilst keeping in budget.
- Overseeing filming and photography.
- Feeding back retouching amends to both in-house and outsourced photographers
- Art direction; both model based and product led campaigns.



### ● Designer - Beauty Team

Haddow Group | Jul 2015 - Mar 2016

Designing and working closely with my Line Manager/Designer, Account Handlers, New Product Development Directors, Cosmetic Technicians and Merchandisers on both Private and White Label brands, to create high quality and well thought-out solutions to briefs for Cosmetics, Beauty and Gifting retailers such as:

- Ann Summers
- Boux Avenue
- Savers
- B&M
- Superdrug
- Argos

Main responsibilities of the role are primarily Packaging Design and Art-working, CADs, Packaging Mock-Ups, Trend Forecasting Analysis, Pitch Presentations, Comp Shopping, Proposals and Costing Sheets. International liaison with retailers and manufacturers is also carried out as and when required.

Recently I have also been working closely with the in-house marketing department to ensure strong and efficient development and promotion of relevant social media correlating with the Beauty Team to ensure brand growth and revenue. This entailed organising and attending meeting with research, ideas and marketing based solutions for Instagram, YouTube and Facebook including Blogger/Vlogger features. Whilst working closely with the marketing team, I ran InDesign workshops that were carried out on a regular basis with the team to ensure their skill sets were to a high standard to produce quality brochures and other marketing and promotion based collateral.

## Education & Training

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2016 - 2022 ● Leeds College of Art

MA Creative Practice, Fashion & Beauty Communication

2013 - 2015 ● Leeds College of Art

BA(Hons) Graphic Design, Graphic Design