CASE STUDY 02 / SELECTED WORK

DIGITAL DESIGNER (CONTRACT)

Ulta Beauty

AUGUST 2018 – MAY 2022

Inside Ulta Beauty's enterprise digital creative team, I designed digital campaigns for national beauty brands, including Disney, Pattern, and Estée Lauder, at enterprise speed: 100+ brand-partner campaigns a year across paid social, in-app, on-site, and email.

100+	3.7 Yrs	Multiple	5+
CAMPAIGNS PER YEAR	AUG 2018 – MAY 2022	NATIONAL BRAND PARTNERS	CHANNELS PER CAMPAIGN

01 · THE CHALLENGE

One Retail Voice, Many Brand Voices

Every brand partner wanted their own identity to come through, whether that was Disney's characters, Pattern's bold color and typography, or Estée Lauder's polish, three examples among a much wider roster of national brand partners. But Ulta Beauty was the retailer, not the brand, so every campaign had to hold the partner's voice inside Ulta's own visual identity, at a volume of 100+ campaigns a year.

02 · MY ROLE & THE TEAM

Enterprise Digital Creative

I worked within Ulta Beauty's enterprise digital creative team, reporting to the Digital Creative Director, translating brand partner guidelines into channel-ready creative across paid social, in-app, on-site, and email at enterprise speed and scale.

ROLE

Sequena Luckett

Digital Designer, Contract

- Brand-partner campaign design
- Paid social, in-app, on-site, email
- Channel-specific asset production

REPORTING LINE

Digital Creative Director

Enterprise Digital Creative Team

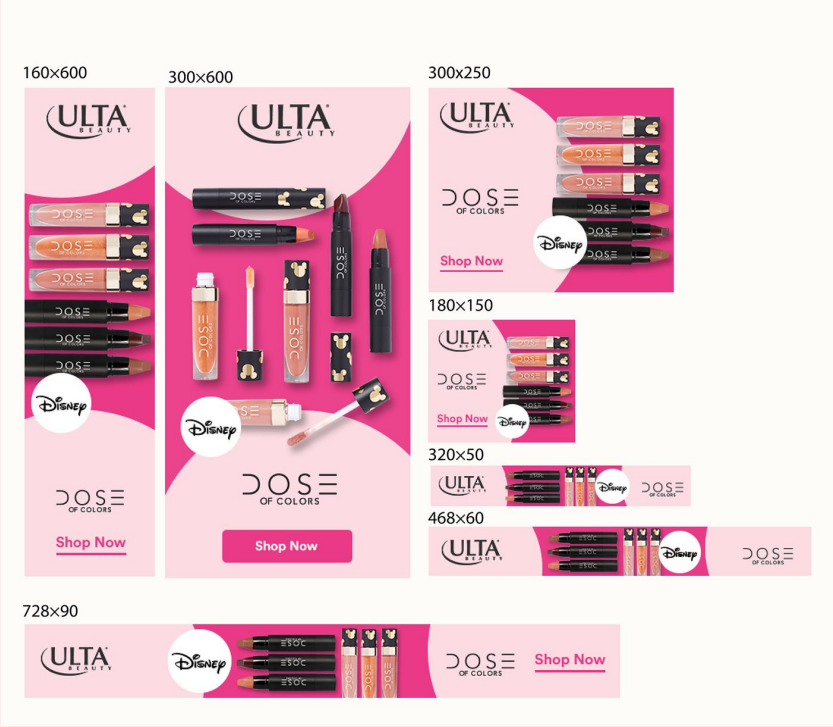
- Brand guideline approval
- Creative direction & Quality Assurance
- Cross-brand consistency

03 · THE WORK

Three Campaigns, One Retail Identity

Across national brand partners, the work stayed consistent: translate the partner's identity into Ulta's retail voice, at volume, across every format the campaign needed, from a 160x600 digital unit to a 728x90 leaderboard to paid social.

DISNEY · DOSE OF COLORS X MICKEY



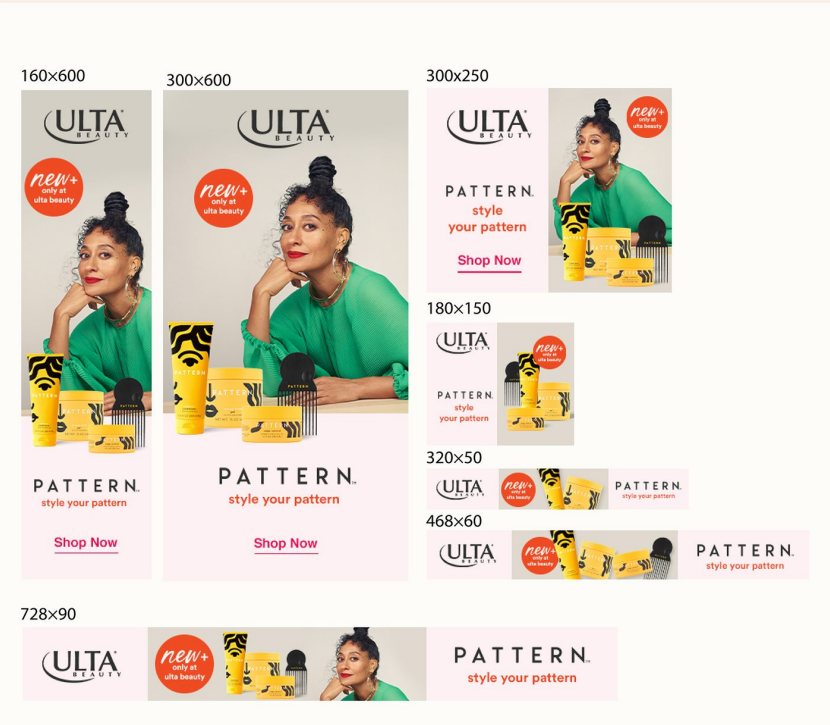
For Disney, that meant licensed collaborations like Dose of Colors x Mickey, keeping Disney's character IP intact while still feeling native to Ulta's shelf.

ESTÉE LAUDER · CLINIQUE ID



For Estée Lauder, it meant launches like Clinique iD, translating a new product system into shoppable, benefit-forward creative built for conversion.

PATTERN · BY TRACEE ELLIS ROSS



For Pattern by Tracee Ellis Ross, the priority shifted: campaign creative built around Tracee herself, "style your pattern," running across paid search and display at enterprise scale.

04 · OUTCOMES

What the Work Delivered

100+	5+	Multiple	3.7 Yrs
CAMPAIGNS PER YEAR	CHANNELS PER CAMPAIGN	NATIONAL BRAND PARTNERS	ENTERPRISE TENURE

Across nearly four years on Ulta Beauty's enterprise digital creative team, working with a wide roster of national brand partners, the volume held steady: 100+ brand-partner campaigns a year, translated across paid social, in-app placements, on-site banners, email, and catalog layouts. That work spanned licensed collaborations with Disney, exclusive launches with Pattern by Tracee Ellis Ross, and product launches for Estée Lauder Companies brands including MAC and Clinique.

Let's build something.

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