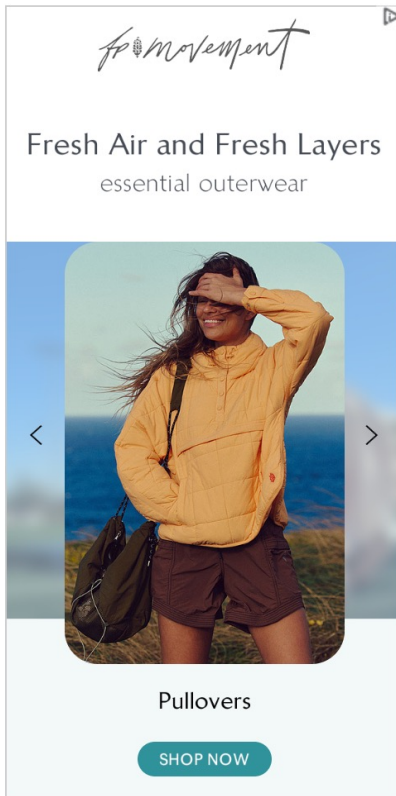
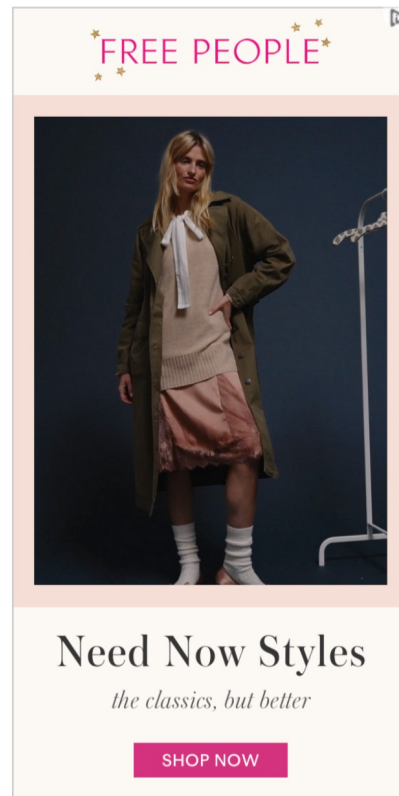


Ambient Video Multi-Size Crops

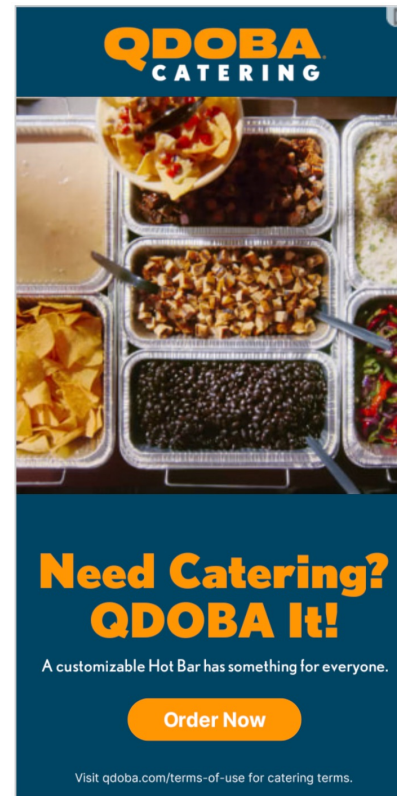
Built animated creative across 14 sizes, manually cropping and reframing footage in After Effects to keep key visuals in focus and updating wireframes to support campaign goals.



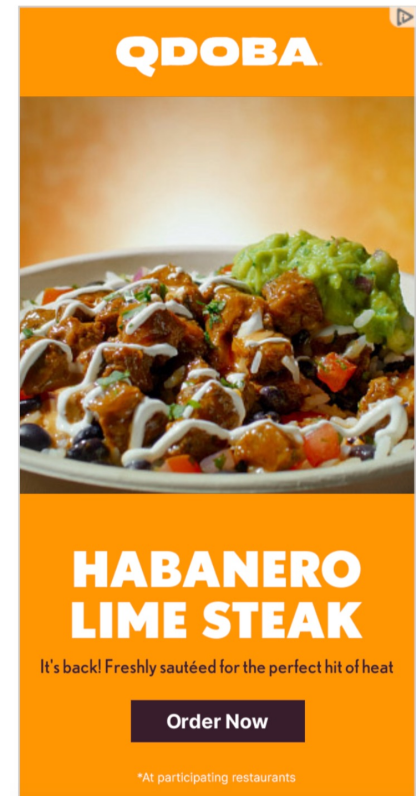
[View Full Animation](#)



[View Full Animation](#)



[View Full Animation](#)



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*Right-click → "Open Link in New Tab"



Wireframe Brand Refresh – Walgreens Spring 2026

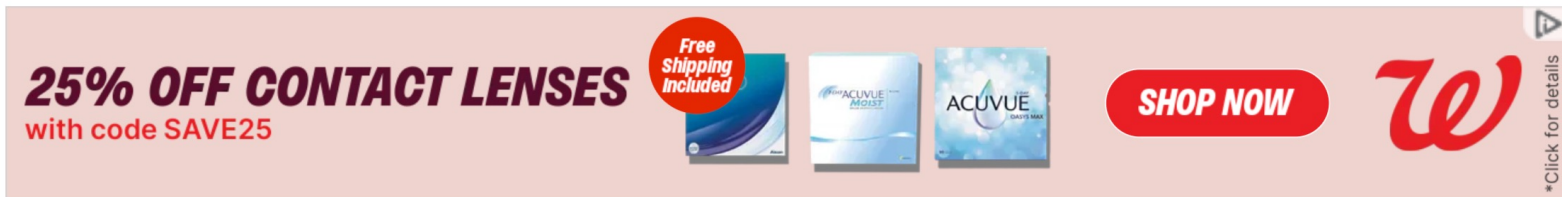
Updated reusable animated wireframes to support the Walgreens rebrand, adapting promotion-specific messaging, logos, and image crops across 2 animated frames and 14 display sizes.

Frame 1



Frame 2

[View Full Animation](#)

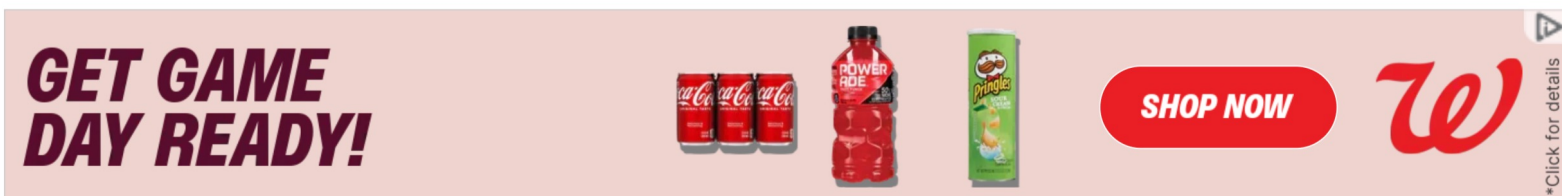


Frame 1



Frame 2

[View Full Animation](#)



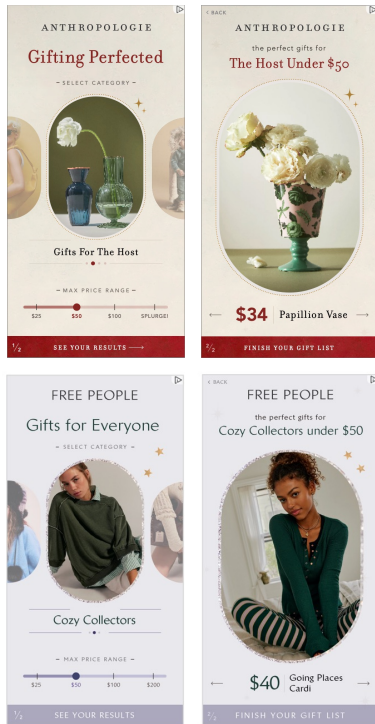
*Right-click → "Open Link in New Tab"



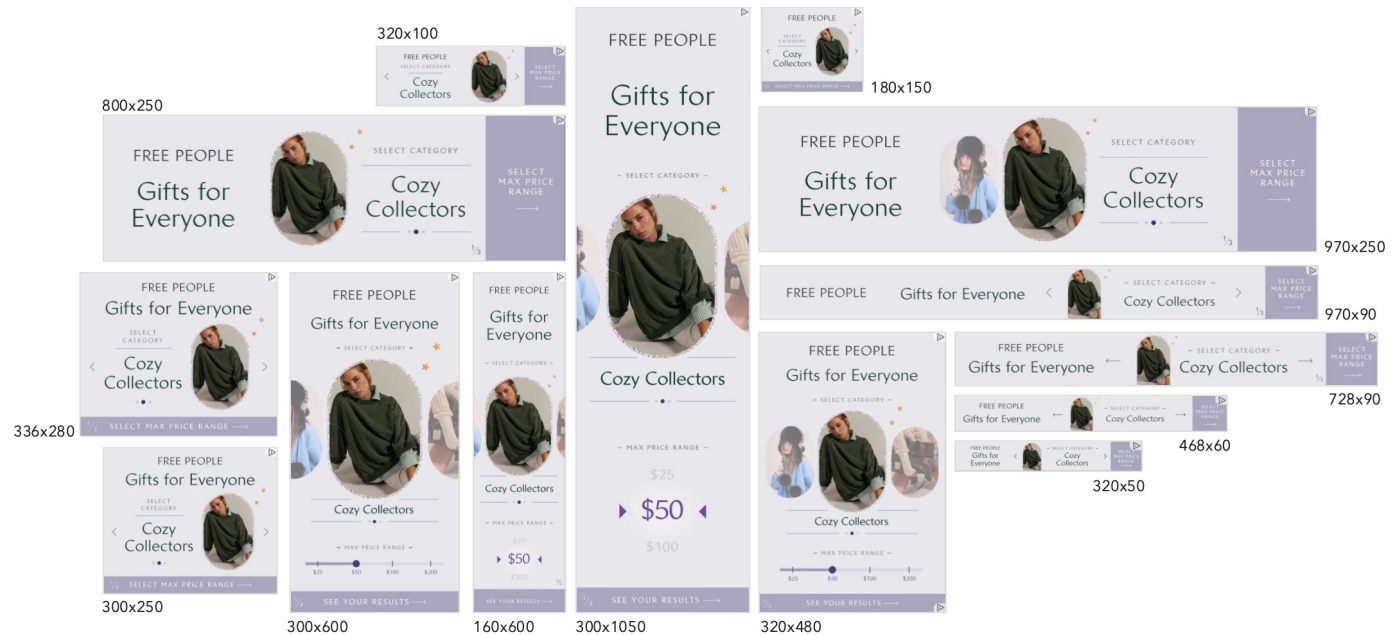
Free People Wireframe Reskin

Single concept reskinned across 14 ad sizes, adapting content, layout, and interactive elements into a reusable wireframe template.

Provided Concept



Final Creative



[View Full Interactive Wireframe Animation](#)

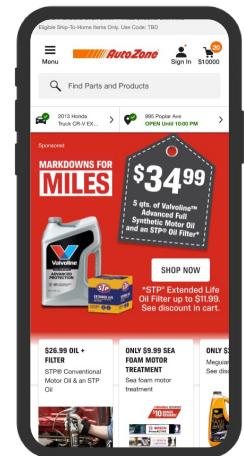
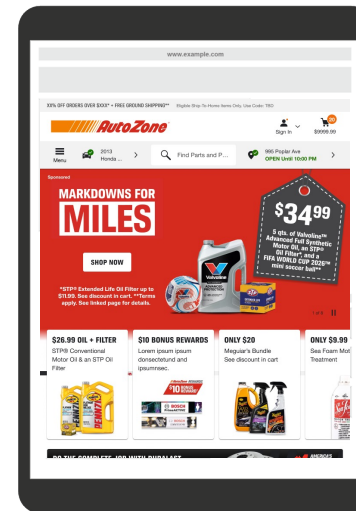
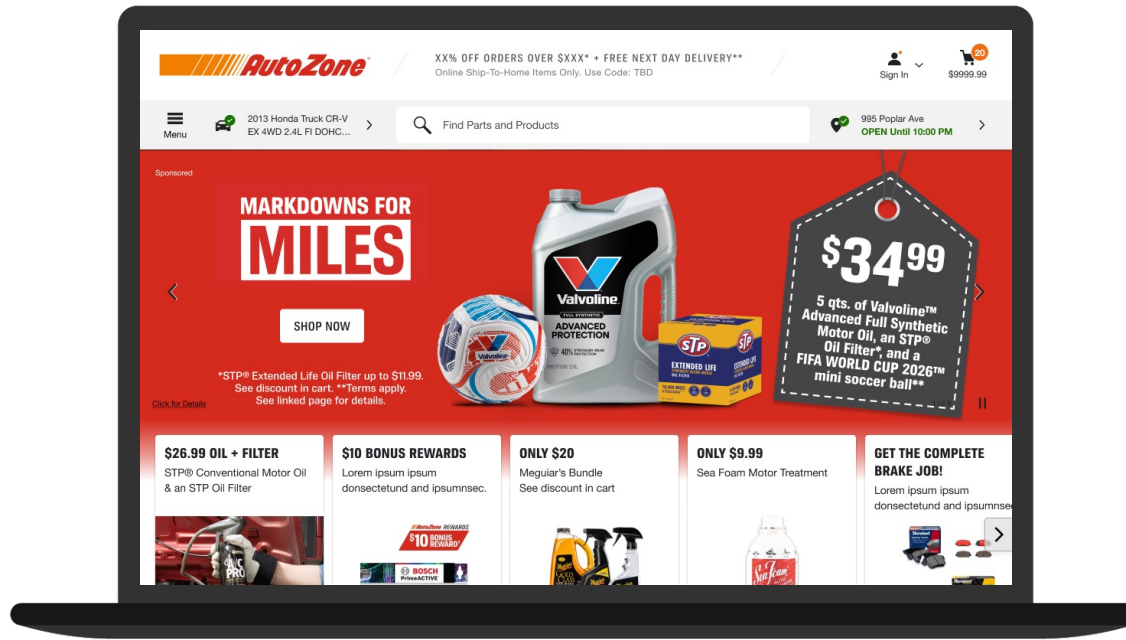
**Right-click → "Open Link in New Tab"*



AutoZone x Valvoline – Markdown for Miles Campaign

Designed onsite placements for an AutoZone campaign, balancing messaging and imagery across devices. Developed custom packshots and pricing graphics to support the promotion.

Onsite Homepage Carousel Banners (All Devices)



Onsite Category Page Banners (All Devices)



Family Dollar Retail Media – Homepage, In-App & Offsite

Translated a client-provided key visual across 21 placements, making strategic decisions on layout and visual hierarchy to optimize each format.

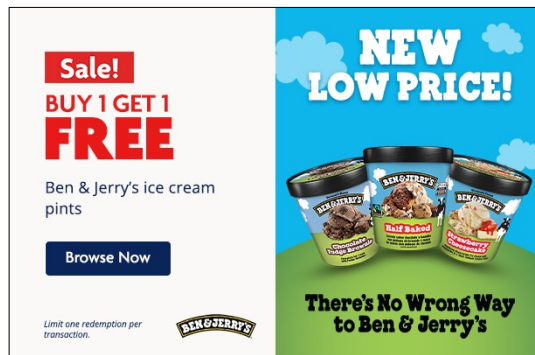
Offsite Placement: Display Banners – 14 sizes



Offsite Placement: Display Banners – 14 sizes



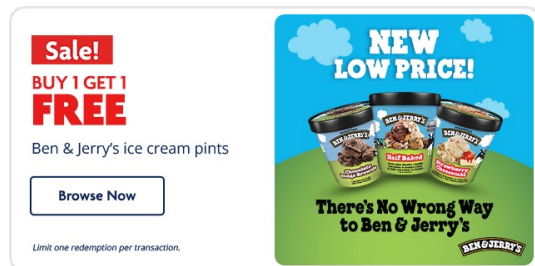
Onsite Placement: Homepage Web Banners – 4 sizes



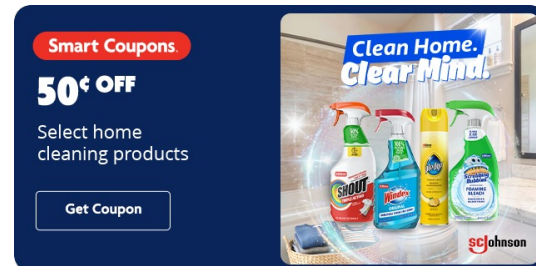
Onsite Placement: Homepage Web Banners – 4 sizes



In-App Placement: Mobile Banners – 3 sizes



In-App Placement: Mobile Banners – 3 sizes



Family Dollar x SC Johnson Spring Cleaning All Sizes

Created 14 display ads from a client provided key visual, balancing messaging, branding, and product visibility across multiple formats.

Provided Key Visual



Final Creative



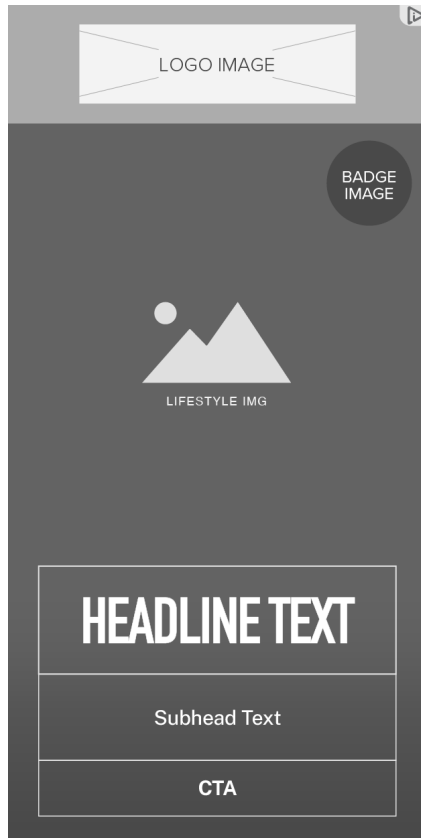
Mars United IAMS Kitten Campaign – All Sizes

Designed 14 static display sizes using client-provided kitten imagery, copy, badges, and promotional messaging, determining how content should be prioritized and arranged for each format.



Low/No Data Pitch Work – Smashburger

Created three original concepts from a reusable wireframe template, demonstrating how it could support different campaign goals while remaining true to the brand.



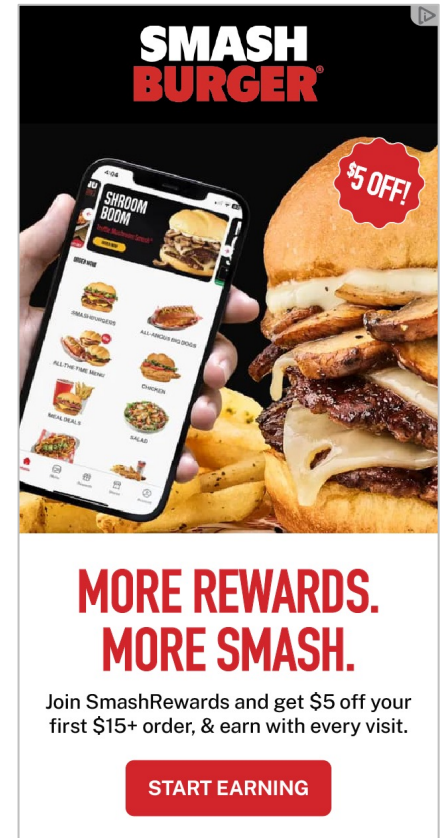
Wireframe



New Menu Item



Promotional Offer



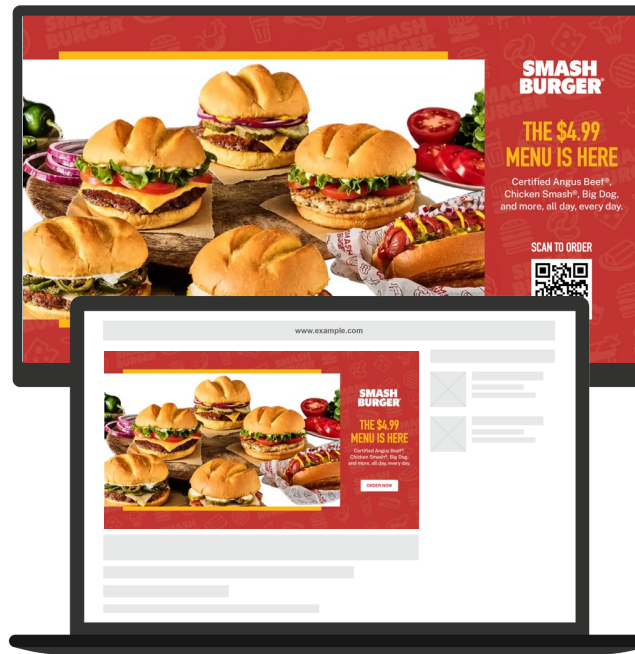
Rewards Sign-Up

Low/No Data Pitch Work – Smashburger

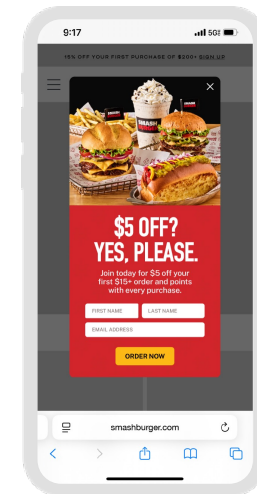
Developed an omnichannel customer journey from the ground up, showcasing how Epsilon's connected solutions can create a cohesive customer experience across touchpoints.



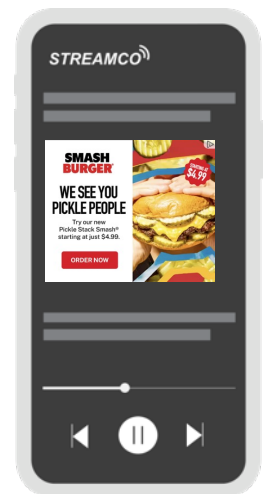
Display & Mobile Sizes



CTV & OLV Formats



Onsite
Experience

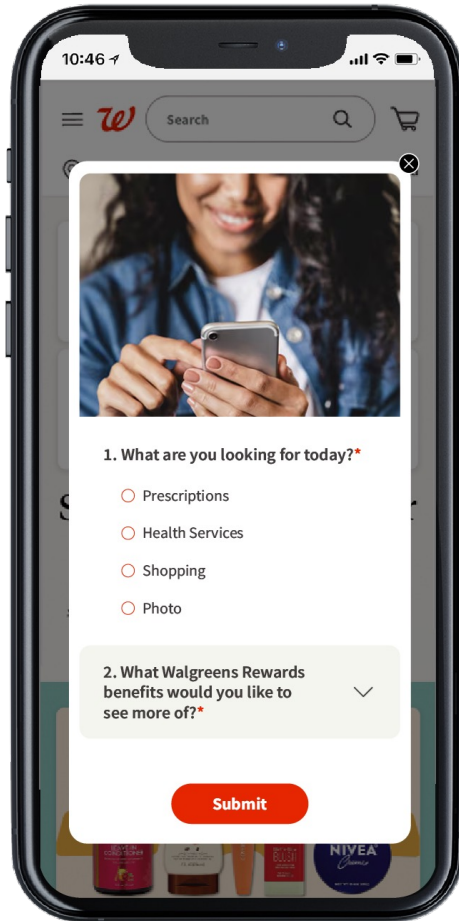


Audio
Companion
Banner

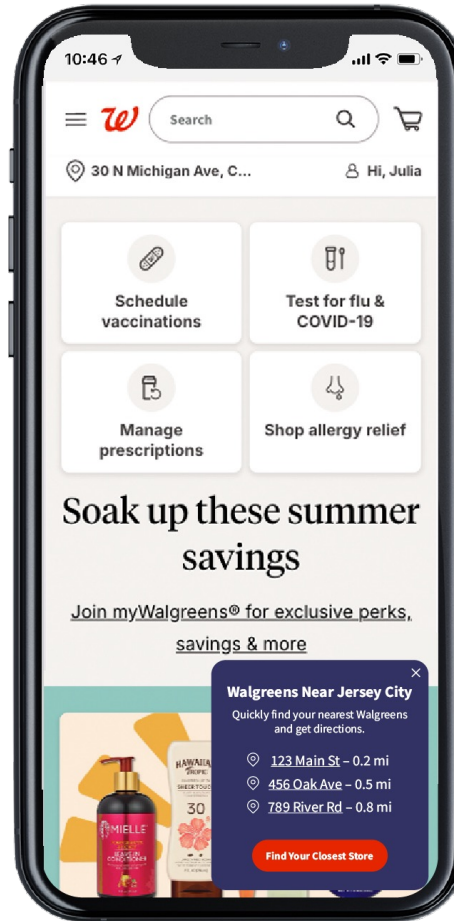


Walgreens Sales Pitch Mockups – Epsilon Accelerate

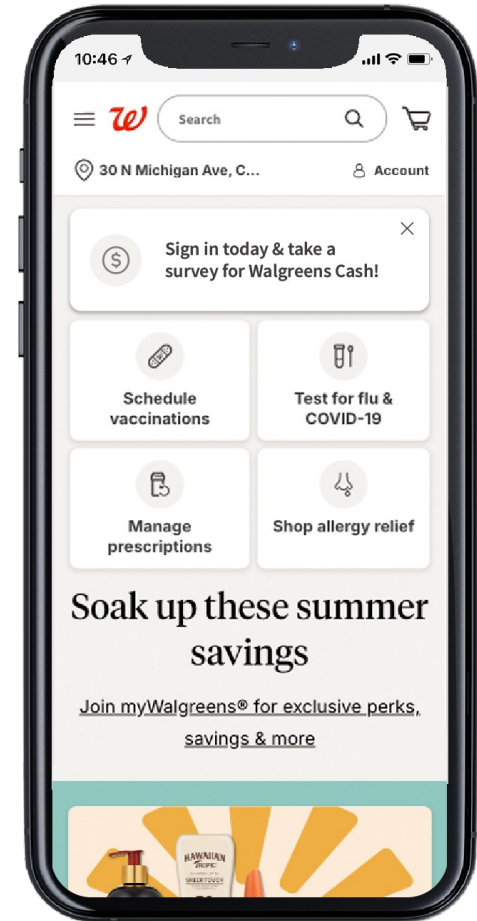
Created mockups to show how Epsilon can deliver personalized onsite experiences that integrate seamlessly into the customer journey and drive engagement.



Traffic Shaping Overlay



Geo-targeted Notification



Embedded Notification



Overlay Campaigns – Epsilon Accelerate

Designed and successfully launched onsite overlay campaigns using Epsilon's personalization platform to engage users and capture customer insights.

