




# MEGHAN WALLACE

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 mkwdesign.net

## ABOUT

Professional graphic designer with 5 years of experience in digital and print marketing creating paid campaigns, social media content, advertisements, web assets and large-scale signage. Experience in both agency and in-house positions.

## EDUCATION

**GRADUATED MAY 2019**

**Northern Arizona University**  
Flagstaff, AZ

B.A. Visual Communication -  
Graphic Design  
Minor, Sociology

## SKILLS

Adobe Illustrator	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Photoshop	● ● ● ● ○
WordPress	● ● ● ○ ○
Acrobat	● ● ● ● ●
InVision	● ● ● ○ ○
Microsoft Suite	● ● ● ● ●
Photography	● ● ● ● ○

**DEC 2022/  
AUG 2023**

**Juiced Bikes**  
Lead Graphic Designer

- Conceptualized & executed large campaigns while collaborating with VP of Marketing & Director of Marketing
- In collaboration with the executive team, developed and designed Juiced's 13-page Pitch Deck that was presented to potential investors across the country
- Created Meta ads for monthly promotions with multiple creative versions for each campaign in both static and GIF formats
- Designed all creative for 2023 partnership with the Padres baseball team including digital billboards, event signage, and custom e-bike designs
- Redesigned Juiced's YouTube thumbnails to deliver a 495% YoY increase in video impressions

**SEPT 2019/  
FEB 2022**

**EoS Fitness - Marketing Team**  
Graphic Designer | Carlsbad, CA

- Worked alongside the senior graphic designer to support the print and digital design needs of 75+ fitness centers
- Created paid advertising campaigns from design concept to print sendoff and asset export
- Provided creative direction for brand photoshoots with creative briefs and pre-production decks
- Independently created large scale print graphics such as billboards, murals, vehicle wraps and window clings
- Managed company website pages using WordPress
- Took lead on designing all social media graphics and created processes to streamline efficiency

**MARCH 2018/  
SEPT 2018**

**Pier2 Marketing**  
Jr. Graphic Designer | Flagstaff, AZ

- Created design solutions using the Adobe Suite to meet client brand objectives, including newsletters, brochures, web pages, mobile apps, banners, and environmental collateral
- Designed a complete mobile application from start to finish including packaging files for development, relying on strong critical thinking, problem solving, and user experience skills
- Collaborated with other designers and developers to minimize turnaround time for clients and meet deadlines, demonstrating cooperation and flexibility

**MARCH 2017/  
SEPT 2019**

**Spotlight Signs & Imaging Solutions**  
Graphic Design Intern | Mesa, AZ

- Designed signage including sideline banners and parking signs for a high school athletic program
- Successfully adhered to tight deadlines, utilizing exceptional organization and time management skills
- Mastered document setup and file packaging for print and web with attention to detail to ensure deliverables were flawless