

# MEET Meg ELLIOTT

“I have never been so proud of any of the people I’ve worked with or hired. Meg was great to bounce ideas off of, creative, never afraid to give her opinion, say what she did or didn’t like, and I would hire her again in a second.”

– Josh Coyne, Creative Director, ABC Marketing

## Design


- + Creative Direction
- + UX / UI
- + Interactive Design
- + Responsive Design
- + Product Design
- + Wireframing
- + Lo to Hi Fidelity Prototyping
- + Graphic Design (Print & Digital)
- + Animation

## Tools

- + Adobe Creative Cloud
- + Sketch
- + Invision
- + Microsoft Office
- + Keynote
- + Percolate / Basecamp
- + Trello

## Research

- + Competitive Analysis
- + User Interviews
- + Affinity Mapping
- + Storyboarding
- + User Personas
- + User Flows and Site Mapping
- + Card Sorting
- + Usability Testing

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 megelliott.design

## Experience

### + CONTRACTED WORK / Multiple Roles

New York, NY 2019–Present

**Sony, Visual Designer:** Creates email communications, web banners, and social assets for Sony Rewards marketing campaigns.

**Renée Condon Group, Design Consultant:** Creates mailers, brochures and manages web updates.

**Rain Agency, User Interface Designer:** Designed assets for GAF.com and helped create a design system and UI for the GAF blog in Fall 2019.

### + ERGO INTERACTIVE / Experience Designer

New York, NY 2017–2019

Chaired a team of 4 to strategize, design and develop email journeys, direct mail, social adverts, landing pages, and animations for American Express. Led the design process for Amex Member Favorites Campaign including assets for email, web and print in May 2018. Executed the redesign of Amex Global Merchant Services Email Template to be used across creative agencies throughout the U.S. launched January 2019. Managed and designed the Amex Small Business Saturday Campaign providing assets for email, web, print, and social media in November 2017 and 2018.

### + VIO'S SPORTS PLUS / Graphic Designer / Events Administrator

West Haven, CT 2015–2016

Coordinated on-site custom apparel sales at sporting, charity, and school fundraising events throughout the tri-state area. Designed custom apparel, logos, banners, and event programs. Amplified productivity by implementing a digital work order system. Acquired 7–10 new clients by working with an extensive network of coaches/teachers. Implemented a custom artwork fee increasing the average sale by 30%.

### + ABC MARKETING / Graphic Designer

East Haven, CT 2011–2013

Designed marketing materials to promote products and services. Identified value propositions and key messages for company wide programs, initiatives, and campaigns. Pioneered the brand voice and identity using email, direct mail, and social media. Preserved brand integrity by monitoring the consistency and quality of content, design and production/development.

### + ALLEGRA / Graphic Designer / Project Manager

New Haven, CT 2007–2011

Began relationship as a copy specialist and was promoted to designer/production manager in 2010. Specialized in digital imaging and wide-format printing.

## Skills

- + Proficient in MS Office Suite and Google Suite
- + Expert knowledge in Adobe Creative Suite
- + Organized and focused managing projects and planning events
- + Intuitive and proactive problem solver
- + Structured personality with a chill vibe (uses emotional information to guide thinking and adapts emotions to environments)
- + Mentally tough and transparent
- + Intrinsically motivated, natural leader

## Education

+ Plymouth State University  
B. A. Graphic Design  
Plymouth, NH (2010)

+ General Assembly  
User Experience Design  
New York, NY (2019)