



DESIGNER

Meg Elliott

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📍 New York, NY

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DESIGN

Product Design
User Experience Design
User Interface Design
Creative Direction
Responsive Design
Interactive Design
Wire-framing
Lo to Hi Fidelity Prototyping
Graphic Design (Print & Digital)

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Sketch
Invision
Figma
MS Office
Keynote

RESEARCH

Competitive Analysis
Affinity Mapping
Storyboarding
User Personas
User Flows
Information Architecture
Usability Testing

“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

Experience

FREELANCE CONTRACTS | NEW YORK, NY

Digitas Health | Senior Art Director: Concepted, designed, and executed innovative visual materials for large web initiatives, online advertising and digital marketing.

WebMD | Visual Designer: Re-designed paid search campaign assets and web banners for Medscape, a leading online destination for healthcare professionals worldwide.

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

Rain | UI Designer: Designed assets for GAF.com and developed a design system for the GAF blog in Fall 2019.

ERGO INTERACTIVE | NEW YORK, NY

Experience Designer

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.

ABC MARKETING | NEW HAVEN, CT

Visual / Graphic Designer

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.

Skills

Expert knowledge in Adobe Creative Suite
Proficient in MS Office Suite and Google Suite
Organized and focused managing projects and planning events
Intuitive and proactive problem solver

Education

General Assembly
User Experience Design
New York, NY

Plymouth State University
B. A. Graphic Design
Plymouth, NH