


Meg Elliott

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 New York, NY

 megelliott.design

TOP SKILLS

- Creative Leadership
- Strategic Thinking
- Design Expertise
- Branding and Identity
- Project Management
- Cross-functional Collaboration
- Trend Awareness
- Communication / Articulation
- Team Building and Mentorship
- Adapability
- Digital Marketing Knowledge
- Data Driven Decision Making

TOOLS

- Figma
- Adobe Creative Suite
- Photoshop
- Illustrator
- After Effects
- Microsoft 365
- Google Workspace
- Asana
- Basecamp
- Slack

“What sets Meg apart is her innate ability to overdeliver. Every task she takes on is approached with utmost passion and determination. She is inspiring. However, Meg’s impact extends far beyond her work ethic. She is an extraordinary human being who embodies the values of continuous learning, empathy, and service. Her genuine desire to expand her knowledge and improve herself is commendable and contagious. It creates an atmosphere of growth and development within the team, fostering an environment where everyone feels motivated to improve.”

Yung Savolainen
Head of Production & Creative Ops | Grubhub

Experience

GRUBHUB | NEW YORK, NY | 2021–CURRENT

Senior Art Director / Designer

Extensive experience as an art director and designer at Grubhub, leading teams and driving impactful results.

Successful initiatives include the "Did Somebody Say" campaign and the Grubhub & Amazon Prime partnership, which significantly boosted brand awareness through engaging TV commercials and impactful OOH advertisements, while also generating high levels of engagement on social media.

Implemented new visual identity systems and digital asset management platforms to optimize creative processes, enhancing efficiency and collaboration.

Developed quarterly creative wrappers to standardize creative briefs and templates across all marketing channels, ensuring enhanced consistency and quality in our creative output, fostering better communication among stakeholders, and contributing to the success of our marketing campaigns.

FREELANCE CONTRACTOR | NEW YORK, NY | 2019–2021

Digitas Health | Senior Art Director: Conceptualized, designed, and executed innovative visual materials for pharmaceutical events, campaigns, large web initiatives, content & 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 | 2017–2019

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.

Education

Plymouth State University
B. A. Graphic Design, 2010
Plymouth, NH

General Assembly
User Experience Design, 2019
New York, NY