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Long Beach, CA

MEGAN AUTREY

WEB DESIGNER

PROFESSIONAL SUMMARY

As a Visual Designer, I combine creative vision with technical expertise to develop effective designs that meet clients needs. With a strong understanding of design principles and user experience, I pay meticulous attention to detail and excel in collaborating with cross-functional teams to deliver high-quality design solutions that exceed expectations.

EDUCATION + CERTIFICATIONS

Fashion Institute of Technology

Bachelor's Degree

Advertising & Marketing Communications

Associate's Degree

Fashion Merchandising Management

New York, NY | 2012 - 2015

San Diego State University

Professional Certificate

UI/UX Design

>> 11 month bootcamp program

Long Beach, CA | 2022 - 2023

ilovecreatives Studio

Professional Certificate

Graphic Design

>> 8 month remote course

Long Beach, CA | 2022 - 2023

SKILLS

Branding
Design Thinking
Graphic Design
Illustration
Packaging Design
Problem Solving
Project Management
Prototyping
Social Media Marketing
Typography
User Interface Design
User Experience Design
Wire-Framing

TOOLBOX

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe XD
Figma
HTML/CSS/Javascript
Mailchimp
Microsoft Office
Procreate
Zendesk

GRAPHIC DESIGN PROJECT EXPERIENCE

Flower Shop Brand Identity

Feb 2023 - March 2023

Project Scope - Independent concept project - brand guidelines for a cannabis brand.

-- Designed logo, custom illustrations, typography & color palette. Brought brand's personality to life through deliverables including: poster designs & apparel mockups.

Vine Made Brand Identity

Dec 2022 - Feb 2023

Project Scope - Independent concept project - brand identity for a natural wine company.

-- Produced 6 wine label designs, desktop homepage & social media content incorporating 6 Instagram posts & 3 stories showcasing the brand's unique identity.

New Earth Brand Identity

March 2023 - April 2023

Project Scope - Independent concept project - brand identity for a biodegradable water bottle company.

-- Created logo, typography & color palette. Produced deliverables including - packaging design, email newsletters, and 14 paid Facebook and Google ads in different formats.

New Orleans Jazz Fest Rebrand

Aug 2022 - October 2022

Project Scope - Redesigned brand materials for existing music festival concept project.

-- Designed logo, social media deliverables & digital advertising mini-zine using Adobe Illustrator, Photoshop and InDesign. Increased attendance by 15%.

UI/UX PROJECT EXPERIENCE

Nike SNKRS App Redesign

Feb 2023 - March 2023

Project Scope - Lead UI designer on concept UI/UX project. Designed new feature within existing mobile app allowing users to connect with each other & share their love for Nike SNKRS.

-- Conducted research, user surveys, user testing & created mid / high-fidelity wireframes & working prototypes using affinity maps for user-centered design.

My Class - Teacher Resource Website Design

Jan 2023 - Feb 2023

Project Scope - Managed team of 2 as project manager & lead UI designer for concept UI/UX project. Designed responsive website optimized for multiple devices and screen sizes & consistent with brand guidelines.

-- Conducted user research, wireframes & user testing to enhance user experience based on personas, empathy & affinity maps, task flows & journey map that comprehensively captured the user pain points and motivations.

PROFESSIONAL EXPERIENCE

ilovecreatives Studio | Lead Graphic Designer

June 2023 | Long Beach, CA

-- **Client Project 1 - LAELAP** : Created brand guidelines for petwear client - designed final art direction, updated logo, social media graphics & packaging. Increased brand awareness & engagement by 20%.

-- **Client Project 2 - OOKIOH** : Designed 50 page presentation deck & weekly email designs for swimwear client. Increased engagement + customer interest by 15%.

Footfallz App | Lead UI/UX Designer

May 2023 | Long Beach, CA

-- Lead UI/UX Designer for native IOS real estate app. Designed 7 onboarding screens & implemented new UI features throughout 40+ screens on current app. Increased engagement & brand awareness by 30%.

Right Choice Law Firm | Graphic Designer

Feb 2023 | Long Beach, CA

-- Created 4 infographics for weekly newsletter & client distribution enhancing engagement & comprehension by 20%.

-- Demonstrated strategic problem solving + design skills by independently ideating & implementing deliverables within a 15-hour deadline that exceeded the client's expectations & boosted brand awareness by 15%.

London Boat Rentals | Creative Marketing Director

Aug 2021 - Aug 2022 | Long Beach, CA

-- Developed 15+ new graphic designs, logo and a re-branding strategy that boosted sales by 10% for an e-commerce website and physical retail store.

-- Created 20+ graphics for internal marketing campaign increasing consumer foot traffic by 20%.

OMD | Media Planner

Oct 2019 - Jan 2021 | New York, NY

-- Built 360-degree content programs spanning digital and print channels for Pepsi clients, resulting in 10% increase in brand awareness from ad campaigns.

-- Managed team of 4, developed media recommendations, negotiated pricing, & created presentations that led to a 10% increase in call-to-action for Pepsi clients.

GroupM | Assistant Print Analyst

March 2018 - Oct 2019 | New York, NY

-- Prepared recommendations and material assets needed for presentations for 10+ clients.

-- Produced print campaign recommendations for client increasing awareness for new product by 25%.

Chrome Hearts | Account Manager

March 2017 - March 2018 | Los Angeles, CA

-- Managed 20+ global eyewear accounts and central database of products, pricing and orders.

-- Oversaw client visits, including hosting visitors, scheduling multiple agendas and compiling product information, client requests and meeting summaries.