



Skills

Design:

- Visual Brand Identity
- Website Design Compositions
- Digital Marketing/Social Design
- Prototyping
- Wireframing
- UI Graphics/Icons
- Print Marketing Design

Strategy:

- Visual Identity Audits
- Website Design Audits
- Business Development
- Competitive Evaluation
- Presentation
- Scoping
- Sitemap Creation
- Usability Testing

Tools + Tech:

- Adobe Creative Cloud Suite
- Asana
- Canva
- Facebook
- Google Suite
- Instagram
- InVision
- Mailchimp
- Pinterest
- Sketch
- TikTok
- Website Platforms:
 - BigCommerce
 - HubSpot
 - Magento
 - Shopify
 - Squarespace
 - WordPress

Education

Gettysburg College | Bachelor of Arts

Studio Art, Art History, Business
August 2010-May 2014 • Gettysburg, PA

Experience

Meg Leonard Co. | Founder, Designer

June 2018-Present

- Provide brand, website + digital design strategy & execution services to creatives and entrepreneurs to foster brand recognition, elevation and differentiation to drive growth within a wide range of industries, from b2b to e-Commerce.
- Set standards and foundations for visual identity implementation within sales and marketing efforts to drive a lasting impression.
- Serve homeowners globally to style and furnish their homes via interior e-design services with a focus on attainable solutions.
- Work as a partner to home & lifestyle brands to share + promote product and create content for social and marketing channels.

Antenna Group | Senior Design Director

October 2018-November 2023 (Senior UI & Web Designer - 2018-2020, Design Director 2021)

- Lead and provide design direction to a team of 5+ designers— from concept through production— across all channels, formats, platforms and products to execute in alignment with strategy from the industry and/or marketing teams, generating 3x department revenue growth in the last year.
- Serve as the lead consultant on design strategy for brand + digital, representing the department within the business development through the engagement and launch phases.
- Foster a highly collaborative, communicative team culture with a balance of individual career pathing focus with effective resource allocation and strategic planning by building out internal infrastructure, tools and capabilities.
- Work alongside project managers, strategists and front-end developers to deliver UI/ website design and branding projects from concept to delivery, with a focus on content & ux strategy, timeline and scope.

Ainsley & Co. | Senior Designer, Brand Strategist

May 2017-September 2018 • Baltimore, MD

- Lead and executed all design projects – including branding, print & digital to drive growth for marketing clients. Responsible for design strategy for website projects from scoping, to design and through launch.
- Proven success of delivering on time, on budget work with successful results.
- Lead internal process development from client experience to technical project process.

Groove Commerce | Digital & Web Designer

January 2015-May 2017 • Baltimore, MD

- Created cutting-edge interface designs and information architectures for websites through a user-centered design process by constructing user flows, prototypes, and wireframes. Lead and executed every aspect of the product development process, from scoping to site strategy, to pushing pixels before launch.

The Boss Group | Contract Print + Digital Designer

May 2014-December 2014 • Baltimore, MD

- Concepted and executed digital, environmental and print assets within the T. Rowe Price and Under Armour brand guidelines and standards.