



# MEGAN BARLOW

## ART DIRECTOR & DESIGNER



### CONTACT

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### ABOUT ME

Megan, mathlete, daughter of computer programmers, was well on her way to studying particle physics when she took a graphic design class. It was love at first doodle. While she has traded the world of quadratics and formulas for one of colors and curves, she still uses her mathematical precision to create stunning, elegant work. She'll make any concept better. Exponentially.

### TECHNICAL SKILLS

- Adobe Creative Suite: Indesign, Illustrator, Photoshop, After Effects
- Sketch and Invision
- Microsoft: Powerpoint, Word, Excel
- Basic knowledge of HTML / CSS
- Basic video editing and animation

### EDUCATION

Bachelor of Fine Arts from The College of New Jersey, 2014. Graphic Design major and Marketing Minor. 3.74 GPA.

### EXPERIENCE

PRESENT  
2019

#### LEAD ART DIRECTOR

iProspect

- Conceptualize and develop digital-focused campaigns from concept through post-production
- Collaborate with UX to establish creative ownership over multiple clients' website redesigns
- Creation and strategy of full-funnel creative throughout the consumers' digital journey
- Mentorship of junior creatives within our team
- Created campaigns for Levi's, Culligan Water, Cox, Air New Zealand and GoHealth Urgent Care

2019  
2016

#### ART DIRECTOR (previously Senior Designer, Designer)

PureRED

- Develop TV and digital campaigns from concept through post-production
- Conceptualize and produce social campaigns for Facebook, Instagram and Pinterest
- Work closely with UX to implement best practice design into digital and social experiences including websites, videos, and banners
- Manage multiple projects at once in a fast-paced environment to ensure all deadlines were met

PRESENT  
2014

#### FREELANCE ART DIRECTOR / DESIGNER

Cystic Fibrosis Foundation (New Jersey Chapter)

- Produce event marketing materials such as social posts, brochures, calendars and apparel
- Implement best practices to deliver informative and engaging instagram takeovers

2016  
2014

#### GRAPHIC DESIGNER (previously Graphic Design Intern)

Princeton Partners

- Responsible for creative concepting, layout creation, UX design and logo development for iTiTropicals, Jersey Fresh, Western Pest Services and ChooseNJ
- Managed design interns on print designs and in-house social media projects

2013

#### GRAPHIC DESIGN INTERN

GraficaGroup

### HONORS, LEADERSHIP AND VOLUNTEERING

#### FACEBOOK CREATIVE CERTIFICATION

- 2020: Certified by Blueprint in Facebook Creative Strategy

#### NJ AD CLUB AWARDS

- 2019: Named Jersey's Best Marketing and Communications Professionals under 40
- 2019: Television campaign for 3 or more elements (New Jersey Lottery)

#### CYSTIC FIBROSIS FOUNDATION

- Advocate and volunteer, supporting their mission to find a cure for CF
- Vigorously working with the foundation to find a cure for the 70,000 individuals worldwide who are affected by this disease

#### MISCELLANEOUS

- 2017-2020: Secretary of the Board of Mercer County Ultimate League
- 2014: Graduated Cum Laude from TCNJ
- 2014: Kappa Pi Art Honor Society at TCNJ
- 2013-2014: 2-year Captain of the women's ultimate team at TCNJ