

MEGAN (BARLOW) MOORE

SENIOR ART DIRECTOR & UX DESIGNER



CONTACT

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☎ (908) 285-3185

TECHNICAL SKILLS

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

EDUCATION

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

ABOUT ME

Ultimate frisbee player with a love of sushi, Harry Potter and running.

EXPERIENCE

PRESENT
2019

SR. MANAGER ART DIRECTOR (previously Lead Art Director)
Dentsu (iProspect)

- Supervision of art and copywriting creatives
- Conceptualize and develop digital-focused campaigns from concept through post-production
- Collaborate with UX/SEO/Dev teams to establish creative ownership over multiple clients' website redesigns
- Creation and strategy of full-funnel creative throughout the consumers' digital journey
- Created campaigns for Culligan Water, Levi's, Nuuly, Quench Water, Amway, Sally Beauty and GoHealth

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 & 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