

Meghan Carroll

Graphic & Web Designer
Photographer & Videographer
Creative Thinker

Summary

Multitalented Graphic Designer located in Charlottesville, VA with a penchant for anything creative. Extensive expertise in multimedia, illustration, web & print design as well as photography, videography, image manipulation, audio & video editing. Highly skilled team player, dynamic collaborator, passionate creative thinker with well-developed interpersonal skills. Accustomed to deadline driven environments, multiple project management, problem-solving and innovative strategic thinking.

Education

Boston University
Bachelor of Science in Communications
Major: Advertising | Minor: Spanish
Extended Learning at
Piedmont Virginia Community College
and online at LinkedIn, Lynda.com & Adobe
Google UX Certified

Portfolio

ReillyWebDesign.com

Skills

Adobe Creative Suite CC, Photography, Videography, Client interaction. Expertise in Dimension, Dreamweaver, Flash, Illustrator, InDesign, Premiere, Photoshop, XD; FinalCut Pro, Audacity, Motion; Microsoft Office Suite; Wordpress, HTML, Javascript, CSS, Social Media Management, Mac and PC platforms.



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Experience

Reilly Web & Graphic Design

Owner/Designer, June 2004 - Present (19.5 years)

Successfully manage and design a variety of projects from concept to completion with client budget, deadline & vision as top priorities.

- Logo and business identity design
- Website development and design using Wordpress, Java, CSS and HTML
- Same day vector art creation for print and web including signage, menus & festival collateral
- Videography & photography shooting and editing
- Social media management including creation of original posts and animated GIFs
- Constant interaction with client and printer throughout each project

Perrigo Nutrition

Packaging Graphic Designer, June 2021 - Present (2.5 years)

Packaging design for a variety of store brand nutrition products, from infant formula to oral electrolyte solutions to Liquid IV. Operate autonomously and leverage attention to detail skills.

- Layout and design of master labels for use by all clients meeting FDA and factory requirements.
- Label design for store brand infant formula & OES products including Aldi, Albertson's, Meijir, Kroger, Walgreens and UNFI working directly with the customer and printer.
- Detail oriented work within strictly regulated parameters.

Brandscape

Sr. Graphic Designer, March 2020 - June 2021 (1.25 years)

Design a variety of projects with client interaction throughout, same-day deadlines & multi-platform deliverables. Work collaboratively through ideation, concept development and branding strategy. Operate autonomously and leverage attention to detail skills.

- Manage a variety of projects from e-mail marketing campaigns to print design; apparel and promotional product design to complex form layout; concept through delivery.
- Social media management for multiple platforms including design and scheduling.
- Demonstrate strategic thinking and ability to create within a branded system.

State Farm Insurance

Graphic Designer, June 2015 - Jan 2020 (4.5 years)

Designed a variety of projects with client interaction throughout, same-day deadlines & multi-platform deliverables. Enabled team to take on unique and/or complex requests due to variety of design expertise. Tripled 10-person team's agent sign requests by personally handling 150 of the 300 in 2019.

- External facing digital and print advertising
- Agent sign creation with vendor and agent management
- Web design for email marketing
- Internal publication, annual report and infographic layout and design

Video Director /Photographer, Jan 2012 - Dec 2015 (4 years)

Shot and edited internal and external facing short videos starring Executives, Agency & Employees from North Carolina to Maine. Led and coordinated the design and development of video and still images for communication and training products and programs via live events, multimedia and broadcasts.

- Directed professional and non-professional talent on set
- Created multitudes of sets with complex lighting in studio and on location
- Edited footage and sound in FCP suite and/or Adobe Creative suite
- Created motion graphics using Motion or After Effects

Public Affairs Specialist, July 2008 - Jan 2012 (3.5 years)

Successfully designed and maintained ten internal websites including home page news editor managing submissions from 12 writers and developers. Layout designer and technical editor for internal digital and print magazine. Created and led video team for entire zone initiating a new form of communicating to internal audience.

- Technical Editor and layout designer for State Farm Mid-Atlantic Zone's internal publication The Navigator responsible for entire layout and design
- Design and maintenance of several departmental and initiative websites
- Print and motion graphic designer for the 6-state region
- Creation of the video team and video editor for the region