

Megan Greene



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EXPERIENCE, IN-HOUSE

Workday

Senior Graphic Designer, March 2019 – Present

- Worked directly with stakeholders to produce strategic design initiatives for prospective customers for the Account Based Marketing (ABM) team
- Lead 1:1 design experience initiatives across four specific accounts that resulted in \$36M in new customer revenue
- Created and lead the implementation of standardized project processes, templates, file naming conventions and server structure across the greater creative organization for increased team-wide efficiency and morale
- Directed print and fulfillment vendors to create and assemble prospect gift packages
- Expanded the capabilities of the brand guidelines through customization needed for specific audiences to garner new business
- Created Demand Generation department toolkit and templates for infographics, ebooks, emails, social imagery, YouTube thumbnails and landing pages for larger team implementation

Old Navy

Production Designer, Sept. 2015 – Feb. 2019

- Designed static and animated design assets for web development team for responsive best practices
- Spearheaded the approval and implementation of Zeplin for web mockups
- Assessed business needs and developed more efficient workflows, project templates, onboarding guides and process guides for the design and production teams
- Translated design assets into multiple languages for the localization team and international partners
- Responsible for troubleshooting the asset quality-assurance during the transition to site-wide responsive web pages
- Designed promotional emails and emerging SMS marketing campaigns

Insight Editions

Production Designer, March 2014 – Sept. 2015

- Designed files for prepress, issued project orders, and managed the print production of reprinted titles
- Developed, recorded, and checked book design specs used by the design and production teams
- Responsible for proofing, quality-assurance, and testing of deluxe pop-up books, gift sets, and audio publications
- Improved and implemented production processes and created the organizational system to properly maintain accurate asset archives
- Edited book content, up-leveled client content, and localized books across three languages for global editions
- Designed publication promotional collateral for the sales and marketing teams
- Oversaw onboarding and mentored new production assistants

EXPERIENCE, FREELANCE

Haylee and the Traveler's Stone

Book Designer, Jan. 2015 – Mar. 2015

- Worked with author, edited and designed the layout and wordmark for fantasy novel series

Paramount Realty

Designer, June 2014

- Developed brand identity and guidelines for a top-selling realtor in Colusa, CA

Rockstar Learning

Illustrator, Dec. 2013 – Mar. 2014

- Developed 200 full-color digital paintings in 3 months for an educational mobile app series

Sacramento Splash

Illustrator, Jan. 2013 – June 2013

- Created digital illustrations: animals, landscapes, diagrams and worksheets
- Brainstormed and designed engaging educational classroom materials for students
- Built project plans and timelines while working within the non-profit's limited budget

SKILLS

Design

Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.), Figma, Zeplin, Working knowledge of Sketch

Programs/Technology

Adobe Experience Manager, Working knowledge of HTML and CSS, Squarespace, Workfront, Microsoft Office, Filemaker, Constant Contact

Interpersonal

Strategic Communications, Project Management, Client Expectation Management, Asset Management, Asset Archiving, Prepress and Printing Techniques, Analysis/Research, Planning/Organization, Multitasking and Adaptability

EDUCATION

California State University, Chico

Bachelor of Arts in Communication Design, Emphasis in Graphic Design