

MEGAN LITTLE

Graphic Design, Web Design, & UI/UX Design

EXPERIENCE

Lead Graphic & Web Designer

November 2021 - Present

DigiSphere Marketing, *Sarasota, FL*

- Create user-friendly, responsive website and app interfaces using a variety of design tools and prototyping, while coordinating directly with web developers to launch fully-functioning, live client websites and apps
- Work with new clients to create branding packages, logos, and marketing materials, such as display ads and social media graphics, to accurately represent their business, while maintaining tight deadlines and quality results
- Serve as the lead graphic designer who is entrusted to communicate with clients, upper management, and across departments to ensure client satisfaction is being met in a timely fashion through all stages of design

Multi-Channel Graphic Designer

August 2021 - November 2021

Beall's Inc., *Bradenton, FL*

- Designed daily email marketing campaigns for Beall's Outlet, Burke's Outlet, and Home Centric using custom graphics that incorporated corporate brand design elements, model images, and brand-specific logos
- Worked collaboratively with graphic designers, web developers, marketing team members, and members of management to ensure that all projects met design objectives and strict deadlines
- Demonstrated ownership of assigned projects such as, but not limited to, website layouts, digital ads, and social media designs

Graphic Designer

January 2020 - July 2021

The Church Online LLC., *Pittsburgh, PA*

- Executed new client website designs and mobile apps while recognizing user experience, usability, responsiveness, and overall company branding
- Collaborated with a highly skilled team of graphic designers, web developers, marketing experts, and project managers to develop branding strategies for a variety of church clients
- Created custom social media graphics, digital graphics, and logos for church events, sermon series, quotes, and various announcements
- Created key brand guidelines and marketing materials to assist in the business transition from The Church Online LLC to the secular creative

Freelance Graphic Designer

May 2016 - Present


The Bridal Exchange, Data Ideology, MP Staffing LLC., and More


- Create app wireframes, mockups, and interactive prototypes that showcase the app's functionality, design, and usability
- Illustrate custom social media graphics, website icons, and vector-based info-graphics that exemplify brand standards
- Communicate regularly with the point of contacts to fully comprehend project requirements and meet client timelines
- Define the client's design needs and vision for their business, create new, custom logo options for client to decide upon

CONTACT

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 Pittsburgh, PA
Open to Remote

PROGRAMS

- Adobe XD
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Office
- Procreate
- Adobe Lightroom

SKILLS

- Website Design
- UI & UX Design
- Prototyping
- Branding
- Digital & Print Design
- Logo Development
- Paid Ad Campaigns
- Email Marketing
- Marketing
- Illustration
- Typography
- Social Media Management
- Basic HTML & CSS
- Leadership
- Time Management
- Client Relations
- International Affairs
- Communication

EDUCATION

Indiana University of PA

Aug. 2016 - Dec. 2019

Bachelor of Art

Major in Graphic Design

Minor in Marketing

Cumulative GPA: 4.0