



📍 Phoenix, Arizona

✉ meaganshoots@gmail.com

📞 (520) 990-3002

🌐 meaganshoots.com

PROFESSIONAL SKILLS

- Creative Director
- Problem Solving
- Team Management
- Collaboration
- Adaptability
- Proactive Communication
- Detailed Oriented
- Organized

TECHNICAL SKILLS

- Web and Digital Design
- Product Photography and Retouching
- Wireframing and Prototyping
- App Design
- UX/UI Design
- Design Systems
- Adobe XD, Photoshop, Illustrator, and InDesign
- Microsoft Word and Excel
- Figma

HELLO, I'M MEAGAN.

Ambitious and creative Art Director with 14 years of experience in digital marketing, web design and team management. An expert in collaborating with cross-functional teams to create strategic design solutions that solve complex business challenges.

KEY ACHIEVEMENTS

- Successfully spearheaded the visual identity for Paul Mitchell Schools' Instagram channel increasing follower growth by 512% in six years.
- Lead a major website re-design alongside a development team to create a new headless, modular Wordpress multi-site for 110+ Paul Mitchell Schools.
- Provided creative direction and design for Best Western Hotels & Resorts' multi-million dollar national advertising campaign.
- Managed art direction for \$2.3 million in client billings.
- Graduated from a six month intensive leadership training program at Magna Leadership Institute that covered topics including communication, behaviors, problem solving and more effective leadership and team building.

EXPERIENCE

SENIOR CONSULTANT I, IDX • NEUDESIC

Dec 2021 - Present

- Product design lead for a childcare and early education client, overseeing 3 designers to creatively execute new and enhanced features for mobile, tablet and web applications that are used daily by 90k active users.
- Facilitated conversations and interviews with stakeholders to further understand the problem, requirements and user needs.
- Provided meaningful and relevant user experiences while maintaining design, branding, usability and function for the overall application.
- Collaboratively developed, implemented and retained onboarding standards and design review processes for the existing account.
- Mentored and managed UX designers, providing career guidance in consulting and design.



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KEY CLIENTS

Best Western Hotel & Resorts,
Paul Mitchell Schools, Banner
Health, Blue Cross Blue Shield
of AZ, AZ Humane Society

AWARDS

Outstanding Team Achievement

Neudesic, Q1 2022

Customer Love Winner

Ideas Collide, 2018

Employee of the Quarter

Ideas Collide, 2017

Graphic Designer of the Year

Ideas Collide, 2016

Hall of Fame

Ideas Collide, 2015

Team Spirit

Advanced Bionics, 2013

GOLD

Graphis New Talent, 2010

EDUCATION

Bachelor of Fine Arts, Visual Communications

University of Arizona,
2004 - 2009

ART DIRECTOR • IDEAS COLLIDE

Oct 2019 - Dec 2021

- Provided strategic leadership in art direction for multiple accounts ranging from global hospitality to regional health care providers.
- Oversaw design team responsible for developing customized and innovative digital solutions while working with cross-functional teams including account, copywriting, programming and media services.
- Communicated with clients to identify project goals and objectives, pitched new creative ideas and spearhead visual execution on design deliverables to meet client satisfaction and revenue goals.
- Managed, coached and mentored direct reports to help facilitate professional growth and provide oversight for ongoing projects.

PAST POSITIONS HELD

Design Lead, Apr 2018 - Oct 2019, **Senior Graphic Designer**,

Mar 2016 - Apr 2018, **Graphic Designer**, Mar 2015 - Mar 2016

GRAPHIC DESIGNER • ADVANCED BIONICS

2011 - 2014

- Worked closely with the Creative Director, product marketing, copywriting and web teams to develop marketing materials for five international product launches.
- Designed and developed monthly email campaigns deployed through MailChimp and distributed to over 6,000+ recipients.
- Photographed cochlear implant products and retouched imagery for print and web usage.
- Collaborated with a development team to create a multi-language, international website using a CMS platform.
- Designed a new UX/UI for a patient hearing activity website known as the Listening Room.

GRAPHIC DESIGNER • HOLLIS GRAPHICS

2008 - 2011

- Supported the creative process in design and printing for clients across different industries including medicine, construction, technology and education.
- Developed knowledge in both digital pre-press and post-print production for small and large scale projects.