

MEAGHAN REY

DESIGNED WEBSITES:

- www.formosawinery.com
- www.artbyrey.com
- www.miamiprinted.com

PROFESSIONAL SUMMARY

Highly talented Graphic & Web Designer focused on overseeing projects from concept to delivery. Successfully creates cohesive brand messages, marketing strategies, website function, and graphics production. Remarkable communication skills and state-of-the-art graphics set up allows for detail oriented independent work management and creative designs.

SKILLS

- Adobe CC Programs
- Microsoft Program Use & Knowledge
- Copy & Creative Writing
- Photography & Editing
- Logo Design
- Computer-Based Drawing
- Digital Image Generation
- Layout Design
- Typography Selection
- Website Design
- E-Commerce Management
- SEO
- Fine Arts Training
- Design Trend Research
- Verbal & Written Communication Skills

WORK HISTORY

LEAD GRAPHIC DESIGNER 12/2019 to Current

Island Grove Wine Company At Formosa Gardens, Kissimmee, Florida

- Brainstorm and develop creative design for print, social media, web, and digital content using Adobe CC programs
- Create cohesive branded digital image content for use in all digital displays ie: online advertisement & billboards
- Generate promotional graphics for use in traditional printing methods and signage
- Design and execute email campaigns
- Create web & social media branded posts, banners, & content
- Employed design fundamentals when selecting typography, composition, layout and color in design work
- On-site product & event photography including editing
- Coordinate, create and schedule content, designs and updates to company website
- Communicate daily with owners & management to present mockups and collect information for adjustments and new projects

LEAD GRAPHIC DESIGNER 02/2018 to 02/2019

Miami Printed, Miami, Florida

- Met with customers to present design mockups and collect information for adjustments

- Designed website layouts, templates and unique branded looks
- Worked with clients to gather and define requirements, establish and meet design goals
- Built custom corporate brands by designing cohesive looks between elements such as logos and letterheads
- Maintained website design, function, SEO, and analytics

GRAPHIC DESIGNER 10/2017 to 01/2018

Creative Propulsion Labs - Marketing Agency, Miami, Florida

- Developed creative design for print materials, brochures, banners and signs
- Created designs and collaborated with technical team to complete projects
- Designed creative digital displays used in on-line advertising for local businesses
- Put together videos for social media, advertising and informational purposes
- Applied creative expertise to present marketing concepts
- Researched trends and projected changes in social media marketing to capitalize on emerging opportunities

EDUCATION

Florida International University, Miami, FL

Bachelor of Fine Arts, Art & Art History, 12/2017

- President of Fine Arts Student Association
- Beginning, intermediate, & advanced drawing classes teacher's assistant for 3 years

INCLUSION AMBASSADOR AT KNOWN ORIGIN

Represent & onboard talented artists to sell NFTs on this cutting edge web3 blockchain platform with a focus on specifically helping and supporting chronically ill and disabled artists