

Megan Weeks

GRAPHIC
DESIGNER

Contact

229.456.5650

meganweeksdesign.com

weeksmeganc@gmail.com

Education

ACADEMY OF ART UNIVERSITY

BFA | Graphic Design | 2014

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Sketch

Figma

Invision Prototyping

Miro

Google Office Suite

Asana

Art Direction

Lettering

Illustration

Experience

OLD NAVY, GAP INC

APRIL 2021—PRESENT | SENIOR GRAPHIC DESIGNER

Developed Fall and Winter seasonal graphic toolkits and led in-season design team of 10+ on implementation for high visibility campaigns (homepage, email, paid social, print etc.)

Collaborated with art direction, editorial and brand marketing teams to bring high impact campaigns to life by highlighting product franchises through design that drove incremental sales.

Mentored junior designers throughout seasonal execution, advised on creative staffing, advocated for stretch projects and new processes, and supported the team through real time graphic problem-solving amid strategic shifts.

WALMART CONNECT

OCTOBER 2020—FEBRUARY 2021 | SENIOR GRAPHIC DESIGNER

Provided seasonal production support to the Walmart Connect team through the creation of engaging digital advertisements for Walmart.com, Walmart Pickup & Delivery, and affiliated sites.

Partnered with multiple brands across various verticals with the goal of connecting customers to relevant products and met revenue goals.

STITCH FIX

MARCH 2020—JULY 2020 | VISUAL DESIGNER, CAMPAIGNS

Launched the Katie Sturino x Stitch Fix collection on the Campaigns and Acquisitions team. Created assets for multiple platforms across email, social, branded partnerships, paid and organic advertising.

Managed delivery and implementation of assets and ensured brand standards were maintained. Position was terminated due to COVID-19.

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STELLA & DOT

AUGUST 2018—MARCH 2020 | GRAPHIC DESIGNER

Created and developed design systems for Hoopla and Year of the Woman, S&D's annual leadership conference. Was responsible for execution of deliverables and implementation of brand standards.

Designed creative assets across email, web, print, experiential and social for marketing campaigns, product launches, and ambassador earning initiatives.

Had the opportunity to grow valuable skill sets in web design and art direction.

Mentored junior designers and design interns.

GRUBHUB (VIA EAT24)

OCTOBER 2017—JULY 2018 | BRAND DESIGNER

Collaborated with Chicago and New York marketing teams post-acquisition to create Eat24 marketing and product campaigns: diner-facing promotions, restaurant owner communications, and corporate client initiatives.

Generated new content for Grubhub, Eat24 and Seamless while maintaining and strengthening each brand's voice.

YELP (VIA EAT24)

JANUARY 2016—OCTOBER 2017 | MARKETING DESIGNER

Completed projects on the Yelp Eat24 marketing team ranging from multi-million dollar OOH campaigns to digital ads, email campaigns, PR stunts, and social media content that stimulated customer engagement.

Co-created and launched the first Yelp Eat24 visual guidelines with the marketing team.

WILLIAMS-SONOMA

APRIL 2015—JULY 2015 | VISUAL DESIGNER

Contracted to assist the visual team in designing large-scale seasonal signage, in-store displays, and printed in-store materials.

Supported senior designers in the production and presentation of in-store signage and displays for marketing executives.

References furnished upon request