

MEGAN MOON

Senior Graphic Designer

+1773-960-1713 @ megan.k.moon@gmail.com

www.linkedin.com/in/megan-moon-design www.meganmoondesign.com



EXPERIENCE

Contract & Freelance Work Highlights

03/2023 - Present Chicago, IL

Geistlich Pharma

- Worked within FDA regulations updating current materials.
- Created new materials while staying within brand standard guidelines.
- Visualized clinical data—such as line charts, bar charts, and pie charts In Illustrator, InDesign and Power Point.

Impladent LTD

- Rebranded Impladent brand identity and logo as OsteoGen™.
- Created digital mock-ups in Photoshop and color corrected, retouched, and optimized images for digital and print use.
- Sourced stock photos and vector art using Istock, Getty and Shutterstock.
- Updated promotional material to showcase the new re-branding, as well as signage, booth graphics, cut-sheets, product packaging and 3D concept mock-ups to create an image before the box goes to print.

Fesarius Therapeutics

- Updated and refreshed the Fesarius logo, while keeping the brand recognition intact.
- Updated promotional print materials and concept animation, as well as sourced stock images for trade-show presentation.
- Created logos for sub-brands that matched the feel and aesthetic of the parent company.

UI Web & Digital Designer

Amerimark Interactive

11/2017 - 03/2023 Lincolnshire, IL

- I got re-hired by my old company, under new management. I helped transition them between platforms and migrate assets between servers (and owners) while also designing web content for LTD commodities and it's subsidiaries, Fresh Finds and The Lakeside Collection.
- Presented to large teams and articulated design decisions clearly.
- Front-end Homepage Designs.
- Designed weekly mass market e-mails theme or holiday driven.
- Social Asset Creation and Animation.

Graphic Designer

Lenz Design Inc.

01/2013 - 10/2017 Chicago, IL

- Created supplemental & support materials, mostly print for corporations.
- Developed new design concepts and modify concepts based on feedback.
- Created charts, graphs, illustrations, and other artwork In Illustrator & Excel.
- Created presentation assets for and in Power Point.

Senior Print Designer on the Creative Team

LTD Commodities

07/2007 - 08/2012 Bannockburn, IL

- 1 of 4 designers who maintained the overall graphic look of the worlds largest catalog company. I designed catalog covers for LTD Commodities, and it's subsidiaries, abc distributing and The Lakeside Collection.
- Designed templates for the production team to use for page layout.
- Designed cover layouts, inside spreads, back covers and business reply cards.
- Layout of newsletters, promos, and demographically targeted advertising.

SUMMARY

Highly creative and multi-talented graphic designer with extensive experience in multimedia, marketing, web and print design. Exceptional collaborative and interpersonal skills; A dynamic team player with well-developed written and verbal communication abilities. Can successfully manage and coordinate graphic design projects from concept through completion. Works closely with clients to create a vision, conceive designs, and consistently meet deadlines and requirement. A seasoned designer with 20+ years of professional work in promotional advertising and retail marketing.

Brand Identity & Logo Design

Design or re-brand logos in vector while creating brand guidelines to tailor the brand identity. Including font choices and color palettes.

Omni-Channel Digital Design

Web design including web pages, email campaign layouts, social media posts and animated icons.

UI/UX Web Design

Front-end homepage design with wire-frames including prototypes for web banner ads, social media ads and websites.

Print & Packaging Design

Design layouts and graphics, brochures, product packaging and 3D concept renderings for a variety of companies.

Promotional Advertising & Retail Marketing

Specialize in created promotional materials, including point of sale signage, brochures, journal ads, company newsletters and demographically targeted advertising.

COMPUTER SKILLS

Figma	HTML
Adobe InDesign	Wix
Adobe Illustrator	WordPress
Adobe Photoshop	Microsoft Power Point
Adobe XD	Microsoft Outlook
Adobe Premiere Pro	monday
Adobe Dimension	Basecamp
Akamai Control Center	Oracle

EDUCATION

Bachelor of Art & Design

Columbia College Chicago

2002 -2006 Chicago, IL

- Visual art presenter, Illustrator, set designer, stage manager
- Studies included graphic design, advertising art, marketing, layout and web design.