

MEGHAN MALONE



Megportfolio.com



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Megportfolio.com/interview

I'm a goal-oriented design professional with strong communication, project management, and leadership skills experienced in driving branding and product visibility for established companies. With over a decade of creative design and direction in both print and digital markets, I am able to elevate an organization to creative excellence.

SPECIALIZATIONS

ART DIRECTION

Focus in manufacturing, two-step distribution, retail, food and home goods but versatile in a broad range of other industries

DESIGN SOFTWARE

Expert in the Adobe Creative Suite including InDesign, Illustrator, Photoshop, Dreamweaver and Microsoft Office

WEB TECHNOLOGY

UX/UI and wireframing for responsive CMS platforms. Strong understanding of web development tools like HTML, CSS, Javascript and how it translates into solid design

FILM AND VIDEO PRODUCTION

Proficient in shooting, editing and film direction

TRADE SHOW DESIGN & MANAGEMENT

Design display spaces, manage construction and shipping of materials, organize events

PROFESSIONAL PHOTOGRAPHY

Retouching and color correction

CONTENT WRITING + COPY WRITING

Writing, editing and screen writing for campaigns, emails, scripts and blogs

EDUCATION

MOORE COLLEGE OF ART & DESIGN

Philadelphia, PA
Bachelor of Fine Arts (BFA)

EXPERIENCE

Senior Art Director, Congoleum Corporation

August 2016 – Present
Princeton, New Jersey

Lead creative campaigns for multiple brands in both print and web. Direct photo shoots and videos. Mentor and supervise two designers. Refreshed the struggling website to be fully responsive along with two original site builds to become the principal business driver adding continued growth. Design and coordinate annual trade shows.

Senior Brand Manager, Congoleum Corporation

August 2013 – August 2016
Princeton, New Jersey

Executed creative and managed projects while building Congoleum's brand equity in a cross-functional team which includes creative, product development, marketing, advertising, and public relations.

Marketing & Design Manager, Interstate Connecting

April 2012 – August 2013
Lumberton, New Jersey

Led all campaigns and initiatives within marketing including web and graphic design, corporate communications, press releases, editorials, print/web design, strategy and planning.

Marketing Manager, Wood Flooring International

April 2008 – April 2012
Pennsauken, New Jersey

Responsible for managing marketing and web projects through their life cycle from initial concept, to design, to delivery in a timely manner. Managed vendor relationships and bidding processes for freelancers and print production.

Graphic Designer, Applied Card Systems

April 2005 – April 2008
Glen Mills, Pennsylvania

Collaborated closely with internal and remote creative team on the concept and execution of a wide variety of assets including marketing collateral, corporate brand material, brochures, web pages, digital campaigns, presentations and more.