

# MEGLYN MASTERS

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Experienced designer specializing in creating impactful visual solutions and enhancing user experience. Adept at leading branding initiatives, developing engaging digital platforms, and collaborating effectively with diverse stakeholders to achieve significant business outcomes. Proven ability to drive visual innovation through expertise in design strategy and execution.

## WORK EXPERIENCE

### Senior Graphic Designer

AIG | Houston, TX

Apr 2018 – Present

- Led graphic design projects for AIG Claims, integrating design thinking and creative strategy to enhance learning and development initiatives
- Designed and implemented Global Claims Training branding and visual identity, ensuring consistency across all graphic and learning components, templates, communications, and deliverables
- Developed cohesive visual branding and graphics across multiple channels for major internal campaigns, including AIG's fraud awareness campaign reaching over 30,000 employees
- Led user research initiatives and facilitated UX workshops to collect actionable insights for the redesign of the Claims University learning portal for 4,000 employees
- Collaborated with stakeholders and external vendors for the development of our learning portal, ensuring the improved user experience and upgraded interface aligned with broader business goals
- Used Miro to provide clarity in the design process of our Welcome to Claims onboarding program, which streamlined collaboration and increased efficiency
- Partnered with business leaders, subject matter experts, and cross-functional teams to analyze needs and design effective learning solutions and strategies.

### Graphic Designer

Kaneka North America | Pasadena, TX

Aug 2016 – Apr 2018

- Designed detailed product catalogs for 3 manufacturing divisions, increasing customer engagement through clear presentation of product information
- Led design for document and presentation templates, improving brand consistency and standardizing company communications
- Cultivated strong partnerships with commercial printers for custom dies and specialty finishing, ensuring smooth production processes
- Presented design strategy to North American senior leadership, aligning design initiatives with business goals and securing project approval
- Created a comprehensive trade show display for the Modifiers division, enhancing brand visibility in the industry and attracting potential clients

### Graphic Designer

Rhino Marketing | Houston, TX

May 2016 – Aug 2017

- Designed graphics for mobile, web, and email marketing campaigns, enhancing brand visibility and engagement
- Created social media graphics for client marketing, increasing online interaction and follower growth
- Created print collateral that showcased client businesses and services, boosting brand recognition and customer interest

### Media and Communications Intern

Scenic Houston | Houston, TX

May 2016 – Aug 2016

- Designed the invitation suites and event print collateral for the annual fundraising dinner
- Created short-form informational videos about how to report illegal issues through the 311 app
- Worked with Houston City Council Members on the beautification of Houston and green spaces
- Prepared posting guidelines and calendars for publishing Scenic Houston's initiatives on social media

## ADDITIONAL EXPERIENCE

### Creative Lead | SCADpro

- Led a team of 14 students to develop a business solution for SEDA, translating complex ideas into clear visual narratives
- Conducted user research to identify customer needs and inform design decisions
- Presented concepts and mockups to client, facilitating communication and alignment on project goals
- Led the art direction of deliverables, ensuring cohesive visual identity and high standards of design excellence

## SKILLS

Design Thinking, Branding & Identity, Logo Design, Web Design, HTML/CSS, UX/UI Design, Print Design & Production, Package Design, Page Layout, Interviewing, Workshopping, Mapping, Diagramming, , Prototyping, Mockups, Storyboarding

## PROGRAMS

Adobe CC, Photoshop, Illustrator, InDesign, Captivate, Microsoft Office, Sharepoint, Figma, Miro, Unily, WordPress

**Certifications:** Adobe Captivate Specialist • **Awards:** Graphic Excellence Award in Printing and Finishing 2016

## EDUCATION

**Masters of Arts in Design Management** | Savannah College of Art and Design

**Bachelor of Arts in Art & Graphic Communications Technology** | University of Houston