

# MEGLYN MASTERS

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## EXPERIENCE

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### Senior Graphic Designer

AIG | HOUSTON, TX

APR 2018 – PRESENT

- Responsible for all graphic design projects for AIG Claims
- Created the design for Claims University for 4,000 employees
- Collaborated with external vendors for the development of our learning portal
- Surveyed the Claims population for user experience insights
- Gathered research through leading UX workshops and co-hosted feedback sessions
- Used Miro to provide clarity in the design process of our Welcome to Claims on-boarding program
- Developed branding and graphics for AIG's fraud campaign for 30,000+ employees
- Served as point of contact for Staff Counsel and Global Investigative Services
- Played an integral role in continuing education requirements for Staff Counsel associates

### Graphic Designer

KANEKA NORTH AMERICA LLC | PASADENA, TX

AUG 2016 – APR 2018

- Designed product catalogs for 3 manufacturing divisions
- Led design for document and presentation templates
- Created Technical Data Sheets and a technical product binder for lab and customer use
- Cultivated strong relationships with commercial printers for custom dies and specialty finishing
- Presented design strategy to North American senior leadership
- Designed a complete trade show booth display for the Modifiers division

### Graphic Designer

RHINO MARKETING | HOUSTON, TX

MAY 2016 – AUG 2017

- Designed graphics for mobile and web advertising campaigns
- Designed social media graphics for client marketing
- Developed email marketing for clients to reach their customer base
- Created print collateral that showcased client businesses and services

### 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 the celebratory logo and graphics for the 20th anniversary annual fundraising dinner
- Created short informational videos about how to report illegal issues through the 311 app
- Worked with Houston Council Members on the beautification of Houston and green spaces
- Developed infographics for publishing Scenic Houston's initiatives on social media

## UNIVERSITY COOPERATIVE

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SCADpro x SEDA

SPRING 2021

### Creative Lead

- Led a team of 14 students to create an immersive business solution for the Savannah Economic and Development Authority
- We developed the solution through comprehensive research and client interviews to identify customer needs and inform concept development

## EDUCATION

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### Masters of Arts in Design Management

SAVANNAH COLLEGE OF ART AND DESIGN AUG 2022

### Bachelor of Arts in Art

Graphic Communications Technology Minor  
UNIVERSITY OF HOUSTON

## SKILLS AND ACHIEVEMENTS

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### Design

Graphic Design, Branding & Identity, Logo Design, Package Design, Page Layout, HTML/CSS, Typography, Color Theory, Vendor Management, Project Management, Print Design & Production

### Programs

Adobe CC, Photoshop, Illustrator, InDesign, Acrobat, Captivate, Microsoft Office, Outlook, Sharepoint, Figma, Miro, Unily, Audacity

### Research & UX

Interviewing, Mapping & Diagramming, Data Affinitization

### Certifications

Adobe Captivate Specialist

### Awards

Graphic Excellence Award in Printing and Finishing 2016