

MEGLYN MASTERS

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

WORK EXPERIENCE

Brand Marketing and Learning Design Specialist

Acrisure Mortgage | Houston, TX

Jan 2026 – Present

- Designs and develops interactive e-learning courses and learning experiences, increasing employee engagement, training completion rates, and knowledge retention of technical material
- Produces branded instructional content and educational materials for both internal employee development and external customer education initiatives
- Develops compelling brand storytelling content across multiple digital and traditional media channels, ensuring consistency and adherence to corporate branding guidelines
- Manages end-to-end creative projects from initial concept to final delivery, supporting strategic marketing and learning and development initiatives for the organization
- Manages and maintains the Learning Management System (LMS) and corporate websites, serving as administrator for user permissions, content updates, and platform troubleshooting

Senior Graphic Designer

AIG | Houston, TX

Apr 2018 – Dec 2025

- 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
- Partnered with business leaders, subject matter experts, and cross-functional teams to analyze needs and design effective learning solutions and strategies
- 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
- Used Miro to provide clarity in the design process of our Welcome to Claims onboarding program, which streamlined collaboration and increased efficiency

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
- Created a comprehensive trade show display for the Modifiers division, enhancing brand visibility in the industry and attracting potential clients

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, Page Layout, Interviewing, Workshopping, Mapping, Diagramming, Prototyping, Mockups, Storyboarding, Information Architecture

PROGRAMS

Adobe CC, Photoshop, Illustrator, InDesign, Captivate, Articulate Storyline, Camtasia, Descript, 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