

# MEGANVICK

## EDUCATION

**GEORGE MASON UNIVERSITY**  
**BACHELOR OF FINE ARTS, 2016**

Graphic Design  
Creative Marketing  
Research Analysis  
Brand Identity  
Logo Design  
Typography  
Project Management  
Meta-data Management  
Trend Forecasting  
Digital Art  
Illustration  
Layout Design  
Photography

## TECHNICAL SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Lightroom  
ProCreate  
Mac OS  
Microsoft Word  
Microsoft Excel  
Google Sheets  
Google Docs  
Google Analytics  
Chat GPT  
Midjourney

## CHECK OUT MY PORTFOLIO

[www.MeganVickStudios.com](http://www.MeganVickStudios.com)

## LET'S KEEP IN TOUCH

703-376-1271

[MeganVickStudios@gmail.com](mailto:MeganVickStudios@gmail.com)

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*Graphic Designer, Media Specialist, and Trend Forecaster from the Washington, D.C. area interested in remote work. Experienced, creative, and detail-oriented graphic designer and marketing specialist with a demonstrated history of working in branding and marketing in the retail industry. Expert in Adobe Creative Suite, ProCreate, Microsoft Office, and Google Drive. Strong arts and design professional with a Bachelor of Fine Arts - BFA focused in Fine/Studio Arts from George Mason University.*

Skills: Digital Art · Visual Design · Typography · Digital Illustration · Drawing · Vector Illustration · Digital Imaging · Image Editing · Research · User Interface Design (UI) · Print Design · Graphics · Digital Curation · Content Curation · Information Graphics · Trend Forecasting · Marketing Materials · Art Processing for Screen Printing · Identifying Trends · Trend Research · Trend Analysis · User Experience (UX) · Project Management · Data Analysis

## WORK EXPERIENCE

### CFA INSTITUTE

#### **SENIOR GRAPHIC DESIGNER AND ARTIST - CONTRACT 8/23-12/23**

Lead senior graphic designer and artist responsible for internal and external website content, international conference materials including digital, print, and display content, business card design, print and digital marketing assets, and rebranding initiatives.

### CUSTOM INK: 2015-2023

#### **GRAPHIC DESIGNER, ARTIST, CURATOR 3/19-5/23**

Collaborates with a variety of teams on Design, Creative, Marketing, and UX projects. Designs, curates, and processes art, fonts, and templates. Management of large image library and meta-data including site activation, publishing, and UX optimization. Project management of artist teams for web asset creation, informed by research and development. Analyzation of design, user, and search trends. Leads research and trend forecasting for industry design trends for Custom Ink.

# ADDITIONAL WORK EXPERIENCE

CUSTOM INK: 2015-2023 (continued)

## **DESIGN CURATOR 3/19-5/23**

Designs, curates, and processes art, fonts, and templates. Management of art archive of 15,000+ works. Creative direction on in-house art development and on-site art library management. Trend forecasting, research, analysis, development, and implementation of 360 culture, design, and style trends for company.

## **DIGITAL IMAGING TECHNICIAN 6/19-11/21**

Styled, photographed, and processed images for weekly merchandise adds. High-level image adjusting and preparing for web usage in Adobe Photoshop.

## **DESIGN RESOURCES 6/19-11/19**

Collaborated with a variety of teams on design, Creative, and UX projects. Curated and processed clipart and templates. Ran data analysis on clipart and template performance and user search trends. Designs featured on marketing materials, social media, and customink.com.

## **GRAPHIC DESIGN RELATIONS ARTIST 8/18-3/19**

Designs for a variety of segments including Business, Non-Profit, and K12 for future customers to promote sales conversions through quality design elevation.

## **PRODUCTION ARTIST 7/15-8/18**

Designing, editing and proofing artwork and apparel for order operations. Adjusts customer designs for aesthetics, print requirements, and communicates with sales team.

## **LEAD DESIGN ARTIST 9/17-8/18**

Worked with representatives and customers to create custom designs for charities and non-profit organizations, to help boost their campaigns with quality designs. Analyzed data points for pilot.

FREELANCE: 2015-PRESENT

## **GRAPHIC DESIGNER AND ARTIST**

Works with clients to design logos, branding packages, marketing media, and assets. Commissioned studio and digital work on paintings, illustration, media posters, portraits, and murals.