

MEAGHAN MESSLER

SENIOR DESIGNER
Greater Boston Area

CONTACT

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PORTFOLIO

meaghanmessler.com
Contact me for access code.

ABOUT

Senior-level designer with 10+ years of experience in digital, social, email, web, print, and CX/UX design seeking role with increased responsibility on a collaborative team. Skilled at delivering high quality results within tight deadlines.

SKILLS

Graphic Design
Adobe Creative Suite
Sketch
CX/UX/UI Design
HTML/CSS
Social Media
Copywriting
Print/Signage
Project Management
Content Development
Client/Vendor Relations
User Research & Testing

EDUCATION

New England Institute
of Technology

Associates
Graphic & Web Design

Coursework
Game Design &
Programming

AP INTEGO | WALTHAM, MA03.2019–04.2020

Lead Designer/ACD

- Initiated and executed 20+ email redesign projects in HubSpot, resulting in 700% conversion increase, 131% increase in sales.
- Performed design and content overhaul on 164-page WordPress website.

ENDURANCE INTERNATIONAL | BURLINGTON, MA 05.2016–03.2019

Senior Designer/Art Director

- Lead designer on all campaigns for \$50M brand, with C-level interface.
- Worked closely with UX/UI teams to create user case studies and use these to redesign email CX. Highly successful – new designs showed 27% improvement overall when A/B tested with traditional design & lifted revenue per push from \$1,438 to \$4,209.

THE CLAFLIN COMPANIES | WARWICK, RI 10.2010–05.2012

Ecommerce Manager06.2011–05.2012

Product Owner10.2010–06.2011

- Revised existing and implemented new SEO/PPC campaigns for B2B & B2C channels, boosting ad engagement from .02% to 1.7%.
- Researched and developed high visibility content for CEO publications cited by The Providence Journal & Providence Business News.

FREELANCE/CONTRACT ROLES

NORTH STAR CREATIVE | PEPPERELL, MA 08.2006–present

Lead Designer/Owner

- Increased non-profit client's social media engagement by 30%.
- Increased non-profit client's donations by \$1,000+ in under 6 months.

CVS | WOONSOCKET, RI 03.2015–05.2016

Senior Designer/Art Director

- Utilized accessible design principles to create assets for in-app experiences, web, signage, email, social media, and print.
- Worked directly with UX team and CRM teams to develop customer case studies for high-yield funnels and implement findings.

KOHL'S | MILWAUKEE, WI 03.2014–12.2014

Digital Designer

- Designed and coded emails which yielded a 64% revenue increase.
- Mentored junior designers and developed training/branding materials.

BUYSEASONS | NEW BERLIN, WI 10.2013–03.2014

Digital Designer

- Developed creative assets which boosted website conversion rate from 1.9% to over 3.04% in 1 month, lifted avg. order value from \$35 to \$150.
- Maintained & developed new UX for 5 live B2C websites, performing user testing and creating use cases for multiple high-yield profiles.

NORTHWESTERN MUTUAL | MILWAUKEE, WI10.2012–10.2013

Graphic Designer

- Created 200+ nationally utilized print pieces, PowerPoint presentations, large-scale tradeshow signage, in-office signage, and digital media projects for direct gain of over \$75,000.