

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 over a decade of experience in print, digital, web, print, and CX/UX design seeking role with increased responsibility on a collaborative team. Skilled at delivering high quality results within tight timelines.

SKILLS

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

EDUCATION

New England Institute
of Technology

Associates
Graphic & Web Design

Coursework
Game Design &
Programming

PRIVATE COMPANY | MA 06.2020–present
Senior Designer

- Design lead on all C-level campaigns such as web, email, social, print, tradeshow, sponsorships, direct mail & magazine publications.
- Responsible for mentoring junior team members, reviewing all work for high-value branded creations & establishing new team processes.

AP INTEGO | WALTHAM, MA 03.2019–04.2020
Lead Designer/ACD

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

ENDURANCE INTERNATIONAL | BURLINGTON, MA 05.2016–03.2019
Senior Designer/Art Director + Blog Contributor

- 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 campaign touch from \$1,438 to \$4,209.

THE CLAFLIN COMPANIES | WARWICK, RI 10.2010–05.2012
Ecommerce Manager 06.2011–05.2012
Product Owner 10.2010–06.2011

- 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, in-store media, 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/Email Coder

BUYSEASONS | NEW BERLIN, WI 10.2013–03.2014
Digital Designer

NORTHWESTERN MUTUAL | MILWAUKEE, WI 10.2012–10.2013
Graphic Designer/Presentation Designer

THE CLAFLIN COMPANIES | WARWICK, RI 06.2011–05.2012
Graphic Designer/Presentation Designer