

# MEAGHAN MESSLER

**SENIOR DESIGNER**  
Greater Boston Area

## CONTACT

401.680.0520  
[memessler@gmail.com](mailto:memessler@gmail.com)

## PORTFOLIO

[meaghanmessler.com](http://meaghanmessler.com)

**Contact me for access code.**

## ABOUT

Senior-level designer with T-shaped skill set seeking role on a collaborative team. Experience in digital, web, print, CX/UX design, and mentoring/team leadership (2-5 reports).

## SKILLS/SOFTWARE

Graphic Design  
Adobe Creative Suite  
Print/Signage/OOH  
Sketch + Figma  
Agile Workflows  
Full Funnel Targeting  
CX/UX/UI Design  
Project Management  
Content Development  
Client/Vendor Relations  
User Research & Testing  
User Journeys & Flows  
Wireframing (lo-fi + hi-fi)  
Display/Responsive Ads  
HubSpot/WordPress/CMS  
Social Media  
Copywriting  
HTML/CSS

## EDUCATION

New England Institute  
of Technology  
Graphic & Web Design

Coursework  
Game Design &  
Programming

**PRIVATE COMPANY | MARLBORO, MA**.....2020–present  
Senior Designer/ACD  
• Design lead on all C-level campaigns such as web, email, social, print, tradeshows, sponsorships, direct mail & magazine publications.  
• Responsible for mentoring junior team members, reviewing all work for high-value branded creations, establishing new team processes, and interfacing between design team + UX/UI/coding teams.

**AP INTEGO | WALTHAM, MA**.....2019–2020  
Lead Designer/ACD  
• Initiated and executed 100+ CX/UX redesigns, resulting in 700% conversion increase, 131% increase in sales; included emails, social, print, complete content overhaul on 164+ page WordPress website.

**ENDURANCE INTERNATIONAL | BURLINGTON, MA**.....2016–2019  
Senior Designer/Art Director + Blog Contributor  
• Lead designer on all campaigns for \$50M brand.  
• 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**.....2010–2012  
Ecommerce Manager.....2011–2012  
Product Owner.....2010–2011

## FREELANCE/CONTRACT/CONSULTANT ROLES

**NORTH STAR CREATIVE | PEPPERELL, MA**.....2006–present  
Lead Designer/Owner  
• Agency consultant on high-level projects including UX, UI, digital advertising, traditional media, print, OOH, radio, video, and more to leading agencies in the Boston area.  
• Primary industries: design agencies, education, retail, SAAS, technology, healthcare, and non-profit.  
• Notable clients included: OHO Interactive, EXCLUSIVE Concepts, GrowByData, Gibson & Dehn, Eastern Standard Provisions, Mightier.

**CVS | WOONSOCKET, RI**.....2015–2016  
Senior Designer/Art Director

**KOHL'S | MILWAUKEE, WI**.....2014  
Digital Designer/Email Coder

**BUYSEASONS | NEW BERLIN, WI**.....2013  
Digital Designer

**NORTHWESTERN MUTUAL | MILWAUKEE, WI**.....2012  
Graphic Designer/Presentation Designer