



MEGHAN JOHNS-HILL

Creative Designer | meghanjohns.com

CONTACT

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ABOUT

After receiving a degree in fine art, my creativity shifted mediums and I dove into the world of digital and graphic design. Now skilled in branding, graphic, web, and motion design, I'm driven to pair beauty with functionality.

I'm a Wisconsin native, happy traveler, francophone, and an amateur musician. Every day is an opportunity to keep an open mind, learn something new, and welcome the challenge of turning a good idea into a great one.

EDUCATION

AAA | Web & Digital Media Design
Madison College | 2018-2020

BA | Studio Art, French; Art History Minor
Carthage College | 2011-2015

SOFTWARE

Photoshop **XD & Figma**
Illustrator **After Effects**
InDesign **WordPress**

SKILLS

Branding **UX & UI**
Concepting **HTML/CSS**
Illustration **Video Editing**
Motion Design **French Proficiency**

RELEVANT EXPERIENCE

Multimedia Designer

Travel Wisconsin - Madison, WI | *June 2021 - Present*

Deliver diverse creative assignments within multiple disciplines that includes graphic design, digital graphics, website layout, and animation. Create social media ads, infographics, presentations, and illustrations. Maintain high standards of brand excellence for Travel Wisconsin and ensure brand unity across marketing channels, including web, social, print and video.

Freelance Designer

Madison, WI | *2015-Present*

Provide multimedia design work for a variety of clients including: Madison College - animated ads and logo designs... Schumann Printers, Inc. - redesigned company website via Squarespace and branded print materials... Fixopedia, LLC - designed company logo. Life Wells Spent - Designed logo, website, and business card... Honeyshot band - Designed WordPress website... Village of Chenequa Police Department... Created cards, designed challenge coin and edited photography.

Social Media Coordinator

The Biergarten at Olbrich Park - Madison, WI | *April 2022 - Present*

Manage the Biergarten's social media accounts on Facebook and Instagram. Design new graphic elements to create a stronger, branded online presence. Create posts and stories that engage existing and new visitors. Coordinate creation of Facebook event pages with guest hosts. Create written and visual content for bi-weekly email newsletter sent to over 700 subscribers.

Associate Graphic Designer | *Previously Graphic Design Intern*

Madison College - Madison, WI | *Fall 2019-May 2021*

Collaborated with marketing team to develop creative assets for integrated campaigns. Designed digital ads, animated banners, social media graphics, and landing pages. Wireframed UX elements for new website development. Concepted and created department logos. Designed brochures, posters, ads, and other marketing print collateral.

Graphic Design Intern

Mead & Hunt - Middleton, WI | *Summer 2019*

Designed print ads and infographics. Composed layouts for company project information sheets to match new branding style, and updated & created new company report templates.

Graphic Design Intern

IH Concepts - Madison, WI | *Spring 2019*

Edited company marketing materials using InDesign and Photoshop. Designed wireframes for website redesign. Posted monthly blogs and newsletters using WordPress and Mailchimp.

CREATIVE AWARDS

Gold ADDY & Best of Show Student Award Winner - *Witeout Moment*, Integrated Campaign
American Advertising Awards - AAF Madison | 2021

Best in Show - *pH7*, Video/Performance Art
Spring Student Art Show, Carthage College | 2015

Blogger of the Year - Videos, photos, & written blogs about a semester abroad in Morocco
Awarded by IES Abroad | 2014