

MEAGAN VANDERHILL

MEAGANVANDERHILL.COM

CONTACT

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EDUCATION

MASTER OF FINE ARTS

Graphic Design and Visual Experience
Savannah College of Art and Design

BACHELOR OF SCIENCE

Advertising (Creative Sequence)
University of Texas at Austin

AWARDS

COMMUNICATION ARTS

2019 Typography Annual, Book

RED DOT AWARDS

2018 Junior Award, Book
2018 Junior Award, Poster

APPLIED ARTS

2018 Award Winner, Book

TYPE DIRECTORS CLUB

2018 Typographic Excellence, Book
2018 Typographic Excellence, Poster

AUSTIN ADDYS

2014 Gold, Integrated Campaign

COMMUNITY

AIGA

Professional Design Association
2019–Present

SEGD

Experiential Graphic Design Society
2017–Present

ABOUT ME

I am a seasoned designer with experience in branding, marketing, and advertising. I have worked with companies ranging from Fortune 500s to non-profits on brand development, brand identity, and content creation. I thrive in collaborative, client-centered environments and have found my niche in brand identity, typography, and publication design.

WORK EXPERIENCE

BRAND & PRODUCTION MANAGER AT BOOKPAGE

Full-time / Nashville, TN / January 2021–Present

- Established a new brand identity with updated fonts, color palette, logo mark, and brand guideline—created after extensive research into BookPage core values
- Designed and produced the monthly BookPage magazine with author interviews, illustrator spotlights, and over 60 book reviews per issue, reaching 400,000 readers in print and 1 million readers online
- Oversaw the visual creation of the new website—creating visual cohesion with the print magazine
- Implemented changes to all production processes, reducing redundancies and streamlining processes
- Collaborated to launch a new digital subscription product that gained 65 subscribing libraries (over 1 million readers) in one year
- Created over 30 social media and website images per month to promote book reviews, interviews, and articles

BRAND DESIGNER AT ENTRELEADERSHIP (RAMSEY SOLUTIONS)

Contract / Franklin, TN / June 2020–December 2020

- Implemented changes to the brand identity of Entrelership that resulted in better visual cohesion with the parent company, Ramsey Solutions
- Collaborated with the B2B marketing team to design web, print, and social media collateral that promoted product offerings
- Developed the look, tone, and feel of a month-long marketing campaign
- Created assets for two major events held at Ramsey Solutions

BRAND DESIGNER AT HCA HEALTHCARE

Contract / Nashville, TN / March 2020–April 2020

- Collaborated with the brand team to roll out Phase 2 of a complete brand redesign implemented across 183 hospitals and 2,300 sites of care by creating social media images, presentations decks, brochures, and flyers
- Redesigned a 200 page workshop manual to reflect new brand identity

GRAPHIC DESIGN FELLOW AT THE FRANK LLOYD WRIGHT FOUNDATION

Fellowship / Scottsdale, AZ / November 2018–December 2019

- Developed a brand guideline that expanded the visual brand to appeal to new audiences and created consistency across platforms
- Redesigned all print and digital advertising: advertisements were utilized online, in movie theaters, in the Arizona airport, and in magazines
- Designed and produced the *Frank Lloyd Wright Quarterly*, an art and architecture magazine published four times a year
- Close mentorship by acclaimed designer, Michael Bierut of Pentagram
- Created original visual and written content for social media, website, and blog