Meagan Crowley

SENIOR GRAPHIC DESIGNER

New Jersey

meagancdesign@yahoo.com

pennyblossomcreative.com

linkedin.com/in/meagancrowley1

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe Express
- Canva
- WordPress / Elementor
- Squarespace
- Flodesk
- Mailchimp
- ChatGPT
- Claude AI
- Microsoft Suite
- Monday.com
- Asana

SKILLS

- Graphic Design
- Art Direction
- Photo & Video Direction
- Brand Identity
- Digital & Social Media
- Web Design
- Email Design
- Trade Show Design
- Product Collateral
- Print Production
- Packaging
- Infographics
- Project Management
- Team Leadership

EDUCATION

BFA Graphic Design, Savannah College of Art & Design

EXPERIENCE

July 2026 - Present
St. Joseph's Health
Graphic Designer

- Sole in-house graphic designer applying the health system's brand refresh across all marketing channels and touchpoints, finalizing and perfecting the brand guidelines, use of typography and color.
- Designed marketing materials for physician marketing, hospital brand campaigns, social media, advertising, signage, and wayfinding
- Created templates in Canva and Adobe for event flyers and recurring marketing needs

March 2025 - Present
Hyve Pilates
Co-Owner & Creative Director

- Built brand identity from scratch — logo, visual identity, color palette, typefaces, and brand guidelines
- Applied brand to interior signage, wall treatments, and apparel
- Directed photo shoots and reel production
- Managed all social media channels, graphics, and content calendar
- Ran Meta ads and lead nurturing email sequences
- Visually directed website and POS/portal buildout
- Designed direct mailers, print materials, and ads

April 2018 - March 2025
Panasonic
Lead Graphic Designer

- Led a team of one full-time designer, an intern, and an external contractor supporting B2B and B2C marketing
- Designed consumer packaging, packaging dielines, in-store retail displays for big box stores
- Created Amazon product listing design and e-commerce ads
- Produced digital advertising across programmatic, display, and social media platforms; designed email lead nurturing sequences, landing pages, and product detail pages
- Designed out of home, billboards, and print advertising
- Led trade show design including booth graphics, product collateral, pop-up banners, and banner signage
- Completed Lead1 Leadership Development Manager training
- Served on the DEI Council and led the Millennial Business Impact Group

June 2017 - April 2018
KKPR Marketing & Public Relations
Lead Graphic Designer

- Led creative workflow and design direction for a boutique agency serving a diverse range of clients
- Designed pitch decks, PR campaign assets, brand materials, and event collateral across print, digital, and social media

May 2016 - August 2016
Slover and Company
Graphic Design Intern

- Gained hands-on experience in branding and packaging design for clients in hospitality and retail
- Involved in all stages of the design process, from ideation and mockups through file prep for client presentations and print production.