Megan Garn

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Summary

I am a seasoned Lead Graphic Designer with over a decade of experience in the dynamic field of marketing. Holding a Master's Degree in Technical Communication, I have honed my skills in brand development and marketing strategies. My extensive background allows me to blend innovative design principles with effective communication techniques, delivering compelling visual narratives that enhance brand identity and engage target audiences. With a passion for creative excellence and a commitment to impactful marketing, I am dedicated to elevating brands and driving their success

Work Experience

Lead Graphic Designer

Revver (formerly eFileCabinet), Lehi, UT   February 2019 - August 2024

I was responsible for the strategy, design, and execution of marketing materials for a B2B SaaS business, including eBooks, web pages, infographics, emails, presentations, instructional content, and physical signage. After a promotion from Graphic Designer to Lead Graphic Designer, I played a pivotal role in a business rebrand, and in the front-end web development of the company's website, leading to significant performance in user experience and brand consistency. I supervised the design team and managed relationships between cross-functional teams, vendors, and agencies, and was responsible for marketing project management.

Graphic Designer

Utah Community Credit Union, Provo, UT   September 2014 - February 2019

I was responsible for developing and proofing all marketing collateral for the business, including digital content, print graphics, and web pages, as well as maintaining the brand identity. I was also responsible for the maintenance and organization of marketing assets, and designing high-performing marketing campaigns. I managed all intern projects while providing training, assistance, and feedback, and helped with the success of marketing functions and events.

Education

Master of Technical Communication, Utah State University, Logan, UT   2020
Bachelor of Science, Digital Media, Utah Valley University, Orem, UT   2013

Skills

project management	Adobe Illustrator	Marketo
campaign development	Adobe InDesign	B2B Software
internal communications	Adobe After Effects	branding and visual identity
technical communications	Adobe Premiere	layout and composition
research methods	WordPress	typography
technical writing	HTML/CSS	Google Suite
technical editing	Office 365	
Adobe Photoshop	Hubspot	