

MEGAN DARLING

DIGITAL DESIGN & CREATIVE PROJECT MANAGEMENT

(203) 559-6268 | mdarlingcreative@gmail.com | www.mdarlingcreative.com

EDUCATION

Maryland Institute College of Art

Bachelor of Fine Arts 2008-2012

Majors: Photo & Design

SKILLS

Graphic Design for Web & Print

Storyboarding & Style Framing

Color Correction & Editing

Photo Compositing & Retouching

UX/UI Prototyping

ADA-Compliant Design

Digital & Film Photography

PROGRAMS

Photoshop

Illustrator

InDesign

Figma

Microsoft Office Suite

MAC OS

REFERENCES

MAE DECENA

Designer, Pro Unlimited

Apple Inc.

(619) 817-9812

mae_decena@apple.com

DJAMIKA SMITH

Associate Creative Director

The Writing Revolution

(541) 531-3468

dsmith@thewritingrevolution.org

SHALEA HARRIS

Video Production

Penguin Random House

(413) 896-1676

Shharris@penguinrandomhouse.com

WORK EXPERIENCES

TARTE COSMETICS - NYC (2021-PRESENT)

SENIOR DIGITAL PRODUCTION DESIGNER, 2021-PRESENT

-Solely responsible for production and execution of any digital exposures across all retailers and markets which has led to record-breaking revenue year after year.

-Collaborate with visual merchandising, e-commerce, and marketing teams on 360 campaigns and promos.

-Concept and execute regional specific designs to meet guidelines for all domestic and international markets.

-Sole designer of all assets for successful brand launches on 3 new retail platforms in 2023.

-Audited existing product pages across retailers and redesigned graphics to meet changing industry standards and optimize customer experience per platform.

-Developed proficiency in managing multiple priorities while tracking to strict deadlines and implementing multiple rounds of feedback from various stakeholders.

OCCASION BRANDS - NYC (2012-2021, 3 ROLES)

DESIGN PROJECT MANAGER, 2018-2021

-Created and implemented a company wide project management process for all incoming design requests.

-Responsible for managing calendars and workflow on all design projects for three e-commerce brands.

-Designing digital and print assets daily via Adobe Creative Suite to meet project deadlines.

-Reviewing all final assets from other designers to ensure they meet brand and project guidelines before final release.

-QC all staging updates from developers for accuracy before implementing live on web production.

WEB GRAPHICS DESIGNER, 2015-2018

-Designing digital assets for homepages, emails, and various social media platforms according to brand guidelines.

-Work closely with Tech and Creative Director to redesign homepage wireframes and all HTML email templates.

-Collaborating with Photo/Video team to Art Direct photo shoots for social media and email campaigns.

PHOTO EDITOR, 2012-2015

-Color corrected and retouched all product/editorial imagery.

-Managed digital asset libraries and photo shoot documents.