

MEGHAN HOLE

VISUAL DESIGN & ART DIRECTION

www.meghanhole.com
meghanhartleyhole@gmail.com
970 819 3689

SKILLS

Technical: Adobe Creative Suite CC (AI, ID, PS, DW, XD, LR), Procreate, iOS, Illustration, Microsoft Word, Microsoft Power Point, Google Slides, Keynote, Acrobat Pro, Basic HTML and CSS, Print Production

Personal: Organized, efficient, enthusiastic, strategic, leader, detail-oriented, self-starter, multi-tasker, collaborative, eager to continue learning, curious

EDUCATION

Western Washington University
Bachelor of Arts in Design

References available upon request.

EMPLOYMENT

F5

Art Director: Go-to-Market Campaigns | September 2021—Present

Promoted in 2021. Responsible for overall conceptual and campaign creative through out the campaign funnel (paid & organic social, display ads, email, landing pages, evergreen content) . Oversees conceptualization and execution of creative themes across campaigns and industry verticals. Directly manages designers, delegates projects, provides oversight and feedback. Contributes to development of creative strategy and fosters collaboration across cross-functional creative teams.

Senior Designer | April 2019—September 2021

Played a key role in driving brand initiatives, expanding brand expression through typography, color, illustration, and creative exploration. Developed creative across campaigns in diverse industry verticals. Directly worked with art and creative directors and provided feedback to junior designers. Led design development for F5's premiere thought leadership publication, The State of Application Strategy Report in 2020 and 2021, which evolved the F5 illustration style and introduced a new eBook template.

STARBUCKS

Designer | June 2018—April 2019

Collaborated with designers, copywriters, stakeholders, project managers and production designers to ensure final product would be correctly produced and aligned with the initial creative brief, while hitting necessary deadlines. Design focus was on consumer packaged goods and utilized skillsets including concept development, illustration, color theory, typography and production design. Key member of the team that brought the 2018 Starbucks and Nestle merger to life by designing the Starbucks x Nespresso packaging suite, which launched Summer 2019.

RATIONAL INTERACTION

Designer | September 2017—May 2018

Contracted as a designer on the Acer Americas & Acer Global teams, specializing in developing cohesive eCommerce and social media collateral for Acer and Predator, Acer's gaming brand. Collaborated closely with copywriters to create engaging weekly eCommerce web banners, emails, and social media posts. Additionally, contributed to the design of Predator website skins for high-profile collaborations with the Toronto Blue Jays, Twitch, and Amazon Fire products. Ensured consistent brand representation and delivered visually appealing designs to enhance the online presence of Acer and Predator.

BLINDTIGER DESIGN

Designer | April 2017—September 2017

Served as a contract designer for a small agency, specializing in developing brand identities and structures for a diverse portfolio of start-up breweries and established tap houses. Led the design process for packaging and beer labels, showcasing a keen eye for detail and creativity. Spearheaded the development of Rooftop Brewing's Beer Trumps Hate campaign branding, effectively capturing the essence of the initiative. Was encouraged to refine digital illustration skills, resulting in enhanced expertise in creating visually stunning and engaging designs.

GRIT.

Art Director | June 2016—November 2016

Demonstrated leadership in branding projects, overseeing press checks, developing designs, and providing art direction for packaging initiatives. Built mechanical files for labels, packaging, art prints, and screen printing purposes. Supported the creative director and handled one-off tasks for long-standing clients. Delivered high-quality design solutions while adhering to project timelines and client specifications.

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EMPLOYMENT (CONT.)

STRUM (Formerly Weber Marketing Group)

Designer | October 2015—May 2016

Developed identity systems, brand guidelines, plastics (credit card) designs, brochures, in-branch graphics, templates, and various deliverables for a niche set of clientele: Credit Unions. Strong focus on translating brand visions into visually captivating designs that align with the unique needs and objectives of Credit Union clients. Completed a 10-week public speaking class mandated by Strum to enhance client communication and deliver persuasive creative presentations effectively.

TETHER

Production Designer | July 2013—October 2015

Ensured preservation of original design in the transition from screen to print by meticulously "scrubbing" designer files. Assisted with design tasks and presented creative solutions for print-related challenges. Prepared and packaged files for print, optimizing workflows. Led press checks for notable clients and collaborated directly with printers in coordination with the Production Manager.