

# Megan Jane Petruccelli

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## *Design Lead*

### *Qualifications Profile*

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Highly creative concept-to-execution professional, offering broad-based knowledge and experience in digital marketing and design; backed by expertise in new product launch, business development, and web design. Adept at creating and implementing cutting-edge and creative solutions to achieve client goals toward sustainable growth. Armed with proven leadership skills honed from hands-on work experience in fast-paced settings. Equipped with exceptional communications and interpersonal skills in establishing long-term relationships with colleagues, key clients, and professionals of all levels.

### *Areas Of Expertise*

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Creative Business Development	Adobe Creative Suite	Start - Up Brand Development
Digital Publishing & Promotion	Sketch	Digital Marketing & Design
Companion Application Solutions	InVision	Staff Supervision & Training
Client Relations & Retention	Final Cut Pro	Brand Development & Improvement

### *Professional Experience*

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#### The Camp Kit, San Francisco, CA, USA

##### ***Co-Founder & Creative Director***

2015–2018

- Manage all facets of operations, to including company website's creation and maintenance and all print collateral, marketing materials, packaging design, and point of sale signage
- Accountable for company's brand development and management
- Conceptualize and design all company branding components, while also developing innovative and relevant content for multiple marketing and social media channels, as well as the monthly newsletter and regular advertising
- Effectively supervise the remote team

#### Dialect Inc., San Francisco, CA, USA

##### ***Senior Interactive Art Director***

2012–2016

- Led the conceptualization, design, and publishing of digital magazines, websites, and applications for various clients, such as EA, Wizards of the Coast, NVidia, The Sims, Gamevice, NVision, and Dungeons & Dragons
- Conceptualized, designed, and led "new features" development for all existing applications
- Facilitated creative brainstorming for new customer pitches
- Rendered expert oversight to remote international teams
- Facilitated weekly team meetings and directed digital magazines issues

Yell It Digital, San Francisco, CA, USA <b>Founder, Creative Director &amp; Web Designer</b>	2011–2016
<ul style="list-style-type: none"> <li>• Direct and strategize all client acquisition</li> <li>• Responsible for all project, budget, and timeline management</li> <li>• Provided wide-range of digital services to clients, including web design, art direction, brand development, UI, and app design</li> </ul>	
Lux Design, San Francisco, CA, USA <b>Art Director</b>	2011–2012
<ul style="list-style-type: none"> <li>• Generated layout and design of workbooks for Cisco systems</li> <li>• Steered efforts in conceptualizing and pitching new packaging for Adidas</li> <li>• Created the internal workbook design for Pacific Gas and Electric Company (PG&amp;E)</li> </ul>	
The Melt, San Francisco, CA, USA <b>Freelance Art Director</b>	2011
Alta Vitas, San Francisco, CA, USA <b>Freelance UI Designer</b>	2011
Furia World, Buenos Aires, AR <b>Creative Intern</b>	2010
Wagner Custom Skis, Telluride, CO <b>In-House Designer</b>	2008

## *Additional Experience*

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SheVentures – San Francisco, CA - <b>Panel Speaker</b>	2017
Heroikka – San Francisco, CA - <b>Creative Advisor and Business Consultant</b>	2016–2017
16Fours – San Francisco, CA - <b>Creative Advisor</b>	2014–2015
Miami Ad School – San Francisco, CA - <b>Instructor</b>	2013

## *Education*

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<b>Art Direction</b> Miami Ad School, San Francisco, CA	2009-2011
<b>Bachelor of Arts in Advertising &amp; Bachelor of Science in Sociology</b> University of Colorado, Boulder, CO	2003-2007