

Megan Jane Petruccelli

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Design Lead

Qualifications Profile

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

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

Professional Experience

Noblr, San Francisco, CA, USA 2018-present
Brand Design Lead

The Camp Kit, San Francisco, CA, USA 2015–2018
Co-Founder & Creative Director

- Manage all facets of operations, 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 regular advertising
- Effectively supervise the remote team

Dialect Inc., San Francisco, CA, USA 2012–2016
Senior Interactive Art Director

- 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
Freelance Creative Director & Web Designer 2010–2018

- Direct and strategize all client acquisition
- Responsible for all project, budget, and timeline management
- Provided wide-range of digital services to clients, including web design, art direction, brand development, UI, and app design

Lux Design, San Francisco, CA, USA
Art Director 2011–2012

- Generated layout and design of workbooks for Cisco systems
- Steered efforts in conceptualizing and pitching new packaging for Adidas
- Created the internal workbook design for Pacific Gas and Electric Company (PG&E)

The Melt, San Francisco, CA, USA
Freelance Art Director 2011

Alta Vitas, San Francisco, CA, USA
Freelance UI Designer 2011

Furia World, Buenos Aires, AR
Creative Intern 2010

Wagner Custom Skis, Telluride, CO
In-House Designer 2008

Additional Experience

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

Education

Art Direction 2009-2011
Miami Ad School, San Francisco, CA

Bachelor of Arts in Advertising & Bachelor of Science in Sociology 2003-2007
University of Colorado, Boulder, CO