

Megan Jane Petruccelli

yellit@gmail.com | Oakland, California | 303.775.8956
www.linkedin.com/in/meganpetruccelli | www.ilikehighfives.com

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

- Create and implement brand style guidelines from scratch, including logo, color palette & typography
- Work daily with product team to infuse brand into the product design
- Design and manage the development of marketing website
- Work directly with the acquisition team to develop creative assets to drive conversion
- Oversee implementation of branding throughout all touch points of the customer life cycle
- Recruit, manage and oversee a network of freelance creatives for different media needs

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

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

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