

MEGHAN WADLEIGH

Graphic Designer

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SUMMARY:

Innovative graphic designer skilled in art direction and integrated design strategies. Combines technical proficiency in Adobe Creative Suite with a collaborative approach to deliver compelling brand collateral and support marketing initiatives across print and digital media.

SKILLS:

- Branding and identity
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Print design
- Email design
- Presentation design
- Web and social media design

EXPERIENCE:

Graphic Designer | Bobit Business Media

November 2021 – July 2026

- Developed and produced brand collateral components ensuring adherence to design standards.
- Designed diverse materials including print ads, advertorials, whitepapers, web banners, e-promos, social media graphics, circulation components, and magazine marketing.
- Collaborated with digital marketing team to provide design assets for dynamic landing pages, social media, email campaigns, and various promotional collateral.

Graphic Designer | RPM Media

February 2020 – November 2021

- Developed brand identities and guidelines for client projects and campaigns, ensuring consistency and alignment with client goals.
- Created brand development strategies for social media, web, and print, enhancing overall brand visibility.

Intern Art Director | Yellow Shoes (The Walt Disney Company)

January 2019 – January 2020

- Conceptualized, designed, and presented print and digital materials for campaigns.
- Collaborated with the design team to develop and execute engaging campaigns from inception to delivery.
- Managed photo shoots, overseeing casting, scouting, wardrobe selection, shot direction, and post-production processes.

Intern Art Director | GTB (Ford)

September 2018 – November 2018

- Contributed to art direction for retail projects, enhancing visual appeal and brand consistency.
- Collaborated with creative teams to generate innovative ideas and concepts for radio, television, Facebook, eBay, and POP touchpoints, driving engaging consumer experiences.

EDUCATION:

Savannah College of Art and Design (SCAD) | B.F.A. Advertising, Graphic Design

