



# MEGAN LE

## GRAPHIC DESIGNER & PHOTOGRAPHER

meganleart.com | meganele2@gmail.com



### SKILLS

#### ADOBE CREATIVE CLOUD

Illustrator, InDesign, Photoshop, Lightroom, After Effects, Bridge

#### SOCIAL MEDIA

Facebook, Instagram, Twitter, TikTok, LinkedIn

#### ADDITIONAL SKILLS

Microsoft PowerPoint, Basic HTML/CSS



### EDUCATION

#### B.A. GRAPHIC DESIGN & PHOTOGRAPHY

Bradley University | 2016 – 2020

Minor in social media marketing  
Global Scholars Program  
summa cum laude (GPA 3.92)

#### LEADERSHIP

Epsilon Sigma Alpha,  
American Marketing Association



### ACHIEVEMENTS

#### HOOTSUITE CERTIFICATIONS

Platform, Social Marketing

#### HUBSPOT CERTIFICATIONS

Social Media, Content Marketing,  
Digital Advertising

#### AWARDS

Dean's List 2016 – 2020  
1<sup>st</sup> in COUNTRY's Case Study Competition  
2017 Outstanding Student in Photography



### EXPERIENCE

#### DIGITAL DESIGNER

*Creative Circle – CUNA Mutual Group | Oct 2020 – Present*

Creating designs, concepts, and layouts for the Annual Report; developing social media graphics; producing conference materials, ads, web banners, and environmental graphics resulting in 2,800+ registrees; assisting with the rebranding of over 150 collateral pieces; responsible for the production of a monthly financial newsletter written by the Chief Economist

#### GRAPHIC DESIGNER

*Contract – The National Credit Union Foundation | Oct 2021 – Present*

Creating designs and layouts for case studies and reports; developing Microsoft templates to maintain brand identity and sophistication; produced a suite of social media content templates; overhauled the creative for a conference and delivered a suite of digital pre-event materials

#### GRAPHIC DESIGNER AND PHOTOGRAPHER

*Bradley University | June 2017 – May 2020*

Created promotional materials for the Foster College of Business (2018-2020) and the Office of Diversity and Inclusion (2017-2018); conceptualized and designed a logo for the Bradley Economics Round Table; created an event campaign for The Tunnel of Oppression, delivered posters, tickets, and a Snapchat filter; photographed various student events for marketing efforts

#### PRODUCT PHOTOGRAPHER

*Hoerr Racing Products | Oct 2018 – March 2020*

Facilitated photography and staged products in a professional studio setting with lighting equipment and DSLR cameras; managed post-production using Adobe Bridge, Photoshop, and Camera RAW; produced web-ready images for e-commerce sites

#### GRAPHIC DESIGN INTERN

*COUNTRY Financial | May – Aug 2019*

Created personalized print and digital marketing materials for representatives; overhauled the creative for an event and delivered print materials, signage, and social media graphics; collaborated and presented on a case study team to deliver company solutions, achieved first place

#### DESIGN AND SOCIAL MEDIA INTERN

*Big Picture Film Festival | Jan – May 2019*

Implemented and managed Facebook, Instagram, and website, increased brand awareness and curated a following of more than 200 followers; responsible for the promotion of upcoming programs and events through the design of posters, invitations, and social media content; developed festival branding and formalized brand and social media guidelines