

meg

meghan zodrow designer

PORTFOLIO

megzodrow.com

pw : mz28

CONTACT

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EDUCATION

UC Berkeley Extension

UI/UX Design Bootcamp

Professional Certification

Oct 2020 - May 2021

Academy of Art College

Bachelor of Fine Arts,

Graphic Design

August 2003

EXPERTISE

Packaging Design

Branding & Identity Design

Visual Design

UI/UX Design

Production

SKILLS

Illustrator

Photoshop

InDesign

Figma

Adobe XD

Invision

Miro

Microsoft Office

Github

Trello

OTHER

Photography

HTML/CSS

(Conversational)

REFERENCES

Available upon request

A creative problem solver with more than 10 years of experience with a background of success in Graphic Design with a passionate curiosity for learning, a love of typography, a killer attention to detail and the enthusiasm to create and collaborate in any design project. Specializing in user-centric strategic design for branding, packaging, UI/UX design and mechanical production.

EXPERIENCE

SENIOR DESIGNER

PH Studio (Agency) | March 2009 — Present

- Collaborative primary designer seeing a wide range of projects through to completion including Package Design, Brand and Logo Refresh innovation and evolutionary projects, Promotional and Seasonal packaging, Branding and Visual design
- Meticulously iterated design concepts to deliver best possible solutions with regards to Brand language, Brand standards, budget, deadlines and functionality
- Consistently produced high-quality packaging renders quickly and efficiently
- Ability to wear multiple hats, working on projects that require multiple design disciplines including packaging design, visual design, illustrations, brand identity, photo retouching, presentation design, comp art and production mechanicals
- Collaborating closely with clients, creative directors, project managers, service bureaus, illustrators, photographers and food stylists

Clients include : Nesquik, Nescafé, Coffee Mate, Buitoni, Boost, Juicy Juice, Carnation Breakfast Essentials, ThinkThin ThinkKids, Cuties, Sugar Foods N*Joy Oatmeal and more

BRAND DESIGNER

101 Builders, Inc. | May 2018

- Designer of Brand identity for a California based construction company

BRAND DESIGNER

LMNOP Inc. | March 2015

- Designer of Brand identity for a San Francisco Food Truck Park, Spark Social SF

DESIGNER

Brand Engine (Agency) | March 2004 — February 2009

- Lead designer for Hewlett-Packard IPG Packaging including providing design direction for HP Partner agencies
- Designer of packaging for technology, lifestyle and food brands
- Consistently met deadlines and exceeded expectations when creating Brand Refresh innovation designs, production mechanicals, localization and adaptation for international sales
- Provided Art Direction for HP and Nielsen-Bainbridge Poster and Canvas series

Clients include : Hewlett-Packard, Plum Organics, Pixie Maté, Otis Spunkmeyer, Smart Balance, Wildwood, Clorox, Nielsen-Bainbridge, GoLightly Candy and more

DESIGN INTERN

Primo Angeli : Fitch (Agency) | January 2003 — July 2003

- Researcher of typography and photography for design applications
- Designer for product line extensions
- Prepared mood boards and store audits for research and presentations
- Comp artist for presentations