

Megan Mulholland

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EDUCATION

University of Michigan, Ann Arbor

Stamps School of Art & Design
2011-2015

Interactive Media and Design (BFA)

Sidney J. and Irene Shipman
Merit Scholarship

4-year scholarship awarded to the top nine
applicants to the Class of 2015

Central St. Martins, London

SPRING 2013

Graphic design studies

ILLUSTRATION

The Atlantic

CityLab Editorial Commission

Commissioned by CityLab (originally
Atlantic Cities) to create an illustration
to accompany an article about local
places to support in Houston

After Hours 2017

Charity Poster Show

Chosen from a pool of 300+
applicants to participate in
showcase. Sales from the show
raised over \$6000 for a local charity.

The Michigan Daily

Resident Illustrator 2012-2015

Illustrated weekly editorials and
covers for the official campus
newspaper for 3 years.

TOOLS

Adobe Creative Suite

After Effects, Photoshop, Illustrator,
and InDesign

Sketch

Invision

Hype

Flinto

Basic HTML + CSS

EXPERIENCE

IBM Design Studios - New York City, NY

JUNE 2015 - PRESENT

IBM Startup and Partners Program

Design lead

Lead design for program that guides startups to success with IBM: including user research, journey-mapping, re-branding, and site UX/UI.

OpenLiberty.io branding, strategy and website

Design and branding lead

Designed the openliberty.io website, from wireframes to high fidelity designs and microinteractions

Developed community and brand strategy to ensure alignment with stakeholder goals and user needs

Developed brand guidelines and core assets including logo, t-shirts, stickers and decks.

Received Hybrid Cloud Outstanding Innovation Award (2017)

Awarded by the Global VP of IBM Cloud Design, Arin Bhowmick

WATSON Cognitive Travel - Mobile App

Design and branding lead

Led design on an interdisciplinary team of 20. Delivered personas, wires, final UI designs and branding

Working prototype placed within the top 50 teams (out of over 8000 competing globally)

Storytelling for Design

Workshop leader

Facilitated an org-wide hackathon to give participants the skills to be better visual communicators

Led a 'storyboarding for design' workshop at IBM Design's Annual CraftCon

Nurture Digital Studios - Los Angeles, CA

SUMMER 2014

Storyboarding and design intern

Worked closely with directors to capture their vision and convert a script into storyboards.

Resulting Pfister faucet commercial was positively covered by the *New York Times*.

Created animated and illustrative assets for client commercials and online media.

UMich School of Information - Ann Arbor, MI

FALL 2013, FALL 2014

Design and branding teaching assistant

Taught mobile design principles to a class of 100+ engineering students (Mobile Apps for Entrepreneurs)

Provided brand/persona development, storyboarding, wire-framing, and visual design consultation

Created and updated a blog with tutorials and resources for students