

Meaghan Sandtorv

+ DIGITAL DESIGNER
+ BRAND STRATEGIST
+ TECH ENTHUSIAST

msandtorv.com / meaghansandtorv@gmail.com / 207.653.7160

Relevant Experience

Marketing Designer / Bravado / San Francisco CA (Remote) / 10.2019 – 11.2020

- + Worked cross-departmentally with product design, media, and growth teams to ensure brand identity was consistent across external and in-product user touchpoints
- + Designed and completed front-end development of various external-facing landing pages, microsites, and product screens
- + Created template for biweekly email newsletter with mailing list of 15,000+ recipients – from initial mock-ups to coding the final product – and served as co-editor, sourcing content, writing copy, and building out the final email for each edition
- + Led strategic visual brand identity evolution, designing and disseminating concepts and templates to be used across all externally-facing content
- + Conceptualized and executed creative for various digital ad campaigns, including a new product campaign that drove 80,000+ unique visitors to the site ahead of launch

Senior Digital Designer / ImpressArt / Edgewood NY / 01.2019 – 07.2019

Graphic Designer / 12.2017 – 01.2019

- + Served as Interim Creative Director managing Graphics Department, providing art direction and strategic oversight of brand initiatives, new product launches, and ongoing campaigns
- + Design lead for redesign of e-commerce website, comprising collaboration on UX analysis, creation of mock-ups and prototypes, design of final responsive page layouts, and front-end site development
- + Produced print and digital ads, marketing collateral, animated web ads, social media posts, as well as emails and web banners to target both retail and wholesale customers
- + Conceived and implemented ongoing rebranding of packaging and marketing collateral
- + Worked cross-departmentally during product development stages to create packaging and product marketing materials

Freelance Graphic Designer / Long Island NY / 08.2014 – Present

- + Referral-based consulting business servicing small businesses, early-stage startups, and philanthropic and community organizations through all aspects of design process, from understanding their individual design needs to production of final deliverables
- + Create and build responsive websites and landing pages, emails, ad campaigns, and other digital assets
- + Develop and create focused brand identities, including logos and brand style guides, and marketing collateral, including presentation decks, one-pagers, business cards, brochures, mailers, and large-scale signage

Design & Marketing Coordinator / Klein Hornig LLP / Boston MA / 04.2011 – 08.2014

- + Director of marketing activities for prominent law firm specializing in public housing development
- + Managed firm rebranding process, including supervision of website redesign

Education & Development

Brown University / Providence RI
Bachelor of Arts / International Relations / Spring 2010

General Assembly / New York NY
User Experience Design / Summer 2019

California Institute of Arts / Online
Specialization in Graphic Design / Summer 2016

University of Michigan School of Information / Online
Specialization in Web Development / Winter 2016

Technical Skills & Expertise

- + Adobe Creative Suite
- + Figma, Sketch, Invision
- + HTML/CSS/JS
- + Responsive Web/Email Design and Development
- + UX Research
- + Copywriting
- + Spanish (conversational)