

MEGAN LUEDKE

PRODUCT & BRAND DESIGNER

WORK EXPERIENCE

YEARS / TIME FRAME

WHERE

ABOUT ME

Strengths

Futuristic
Achiever
Input
Strategic
Learner

I'm a Designer with a passion for learning and strategic thinking. I'm constantly looking for ways to connect my passions (such as space) with my design work. I love helping others realize that everything connects to everything else through science and art and everything around us.

HOCHSCHULE DARMSTADT - Darmstadt, Germany

- 2016-2017
- Used communication and organization skills to navigate through new cities while not speaking the native language.

VISUAL LANGUAGE DESIGN - Amsterdam, Netherlands

- June 2018
- Managed finances in varying currencies.

INTERCULTURALISM & COMMERCE - Oaxaca, Mexico

- May/June 2019
- Embraced cultural differences and learned languages while adapting to unfamiliar environments.

TOOLS & SKILLS

| | |
|-------------------|----------|
| Adobe Illustrator | InVision |
| Adobe XD | CSS |
| Adobe InDesign | JQuery |
| Adobe Lightroom | HTML |
| Adobe Photoshop | Webflow |
| Sketch | Airtable |
| Figma | Zapier |

LANGUAGES

| | |
|---------|----------------------------------|
| English | Native Proficiency |
| German | A2 - Limited Working Proficiency |
| Spanish | A2 - Limited Working Proficiency |

CONTACT ME

+1 (920) 2136735

hello@meganluedke.com

Long Island City, New York, 11101

2.0 JULY 2019 - PRESENT

GRAPHIC & BRAND DESIGNER at Novalsys Inc.

New York, NY

- Manage multi-department design projects from beginning to end on a global market scale within our multi-cultural teams.
- Design compelling visual content for various aspects of the business including website, marketing collateral, social media, and presentations.
- Align closely with the marketing and product teams to ensure the brand identity is reflected in all customer-facing platforms and interactions.
- Develop the visual brand to ensure a consistent accessible experience for our customers.
- Proactively identifying and advocating for user needs during development and provide product support to clients on known user workflow problems.
- Create mock ups and prototypes to illustrate new product features and design systems for use by internal teams.

1.0 FEB 2020 - PRESENT

HOST / PRODUCER at Design Atlas Podcast

New York, NY

- Collaborating across time-zones to produce creative content for multiple media outlets.
- Learning best practices for Social Media content management and creation for Instagram, Linked In, Twitter, and Pinterest.
- Creating and managing social media content weekly to market episode releases with 20+ posts per week on five different platforms.
- Designing assets for social media, website, and podcast distribution.
- Producing outlines and recording episodes for 2-3 podcasts a month.
- Coordinate interview, recording and content schedules with multiple parties worldwide.

2.0 AUG 2017 - MAY 2019

GRAPHIC DESIGNER at Memorial Student Center.

Menomonie, WI

- Receive design requests from clients and communicate with them through project completion.
- Follow university branding standards when appropriate for the project.
- Embrace university brand standards to create marketing and event materials for public-facing events for the greater Stout community and family population.
- Completing projects using a combination of Adobe Illustrator, Photoshop, and InDesign.
- Completing 2-4 projects per month with varying complexity and design demands.

EDUCATION & AWARDS

BFA: GRAPHIC DESIGN & INTERACTIVE MEDIA

2014 - 2019

University of Wisconsin - Stout

Menomonie, WI