

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	

LANGUAGES

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

CONTACT ME


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 Long Island City, New York, 11101

JULY 2019 - PRESENT


PRODUCT DESIGNER at CampusGroups (by Novalsys)

 New York, NY

- Owned multi-department design projects from end to end to grow the brand, product, and user community in a fast-moving environment.
- Design compelling visual content for campaigns, email, landing pages, social, banners.
- Align closely with the marketing and product teams to ensure the brand identity is accessible and reflected in all customer-facing platforms and interactions.
- Proactively identifying and advocating for user needs during development and provide product support to clients on known user workflow problems.
- Create product mockups and prototypes to illustrate new product features and design systems for use by engineering, sales, and marketing teams.
- Communicated directly with the CEO to pitch concepts and contribute to strategic decisions, working with the Design, Product and other Executive teams to discuss end user needs to grow the product and company.
- Managed a cross-functional team of three to improve our mobile app experience by coordinating with iOS and Android engineering teams to improve the end-to-end user experience and maintain updates for 75 branded mobile apps.
- Developed and lead technical interview and onboarding process for new hires in non-dev roles such as Campus Success, Marketing, Human Resources and Product Support teams during high growth period.

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.
- Grown a community of 200+ listeners in the creative industry.
- Producing outlines and recording episodes for 2-3 podcasts a month.
- Coordinate interview, recording and content schedules with multiple parties worldwide.

AUG 2017 - MAY 2019

GRAPHIC DESIGNER at Memorial Student Center.

 Menomonie, WI

- Created campaigns to increase student engagement on campus and increase adoption of new community engagement platform and mobile app.
- Created educational and training materials for student leaders using a combination of Adobe Illustrator, Photoshop, and InDesign.
- Embrace university brand standards to create marketing and event materials for public-facing events for the greater campus community and family population.

EDUCATION

BFA: GRAPHIC DESIGN & INTERACTIVE MEDIA

2014 - 2019

University of Wisconsin - Stout

 Menomonie, WI