

megan hooks

Visual Designer

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- **Passionate and methodical designer** with 10+ years of experience executing meaningful design solutions while creating bottom line value for brands across a range of verticals.
 - **Insightful communicator known for asking questions** that generate insights and reveal untapped opportunities; strong ability to solve problems and create buy-in around new thinking and approaches.
 - **Collaborative leader** who embraces bold, strategic ideas and empowers multidisciplinary teams toward their best work from conceptualization to completion.

Signature Skills

Concept Development • Presentations & Storytelling • Strategic Planning • Project Management • Mentoring
Process Improvement • User Research • Prototyping • Wireframing • User-centered Design

Select Projects

Ginger Snap Hair Studio: Crafted a brand identity and website for a small business owner. [*Check out the case study.*](#)

- Established a brand style and launched a website that provides users with a seamless booking experience; worked on user research, wireframing, mockups, visual design, and implementation.

Choice Hotels International: Redesigned a website for career recruitment; existing website didn't convey their value proposition, was not responsive, and didn't attract their desired audience. [*Check out the case study.*](#)

- Retained their brand style, incorporated videos to showcase their values, and improved their clickthrough rate with clear calls-to-action.

AAF Baltimore: Tasked with developing a creative campaign to inspire the advertising and design community to attend the 2020 Addys. [*Check out the case study.*](#)

- Beat ticket sales goal through creative social media and email campaign.
- Recognized by the 2020 Summit Creative Awards, winning bronze in the Social Media Campaign category. Won a silver 2021 American Advertising Award in the Cross-Platform category.

Professional Experience

Art Director

May 2019–Present

Senior Designer

February 2014–May 2019

Novak Birch

- Lead creative work at a strategic marketing and events agency; direct 10+ projects at once for clients in the travel, nonprofit, hospitality, and government arenas.
- Partner with Account Director and Creative Director to understand client and user needs; collect information to understand brand objectives and produce creative briefs.
- Lead design team; supply art direction and guidelines to execute cohesive designs. ensure deliverables and goals are met, and provide critical feedback.
- Align digital campaigns, websites, event materials, brand identity packages, brand guidelines, and collateral designs with client needs.
- Coordinate with a cross-functional team of 5-10 content writers, developers, and graphic designers, ensuring brand consistency and timelines are maintained while reinforcing a culture of collaboration.

Graphic Designer II

May 2012–February 2014

IQ Solutions

- Supported recurring design needs for a consultancy specializing in public health communications, including infographics, publications, reports, emails, and campaign graphics in multiple languages.
- Designed pieces for 5+ institutions within the National Institutes of Health.
- Executed projects in coordination with account managers, writers, developers, and art production specialists.
- Coordinated with clients to ensure that designs to reflect the desired theme and tone of the communications.

Graphic Designer

June 2009–May 2012

Ripken Baseball, Inc.

- Executed concepts for a sales and marketing company, providing design support for three sub-brands.
- Managed art direction, layout design, and print production of the Aberdeen IronBirds' First Pitch game programs.
- Implemented branding guidelines to ensure consistent application across communications.
- Designed marketing pieces including ads, collateral, direct mail, and event signage.

Education & Professional Development

User Interface Design Specialization: 4-Course Track

Course 1: Intro to UI Design, University of Minnesota

April 2021

- Gained an understanding of industry-standard user interface design methods, theories, and frameworks, as well as common design scenarios and best practices.

Course 2: User Research & Design, University of Minnesota

May 2021

- Analyzed and delivered user research, including personas, use cases, tasks, and scenarios.

Course 3: Prototyping & Design, University of Minnesota

July 2021

- Designed user interfaces, including low-fidelity prototyping, design patterns, and design rationale.

Pending course: Evaluating User Interfaces

August 2021 (anticipated)

Intro to User Experience Design

January 2021

Georgia Institute of Technology

- Learned the four step user interface design cycle, techniques for gathering information, and leveraging data to create/test designs to ensure user goals are met.

Bachelor of Fine Arts, *cum laude*

2009

University of Maryland, Baltimore County

Industry Involvement

MICA Grassroots DesignFest, Volunteer

Spring 2021

Monument Women's Creative Alliance, Board Member

2021–Present

AIGA, Member and Volunteer

2012–Present

AAF, Member and Volunteer

2018–2019

Technical Acumen

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Sketch, Invision, and Figma
- Microsoft Office, Google Workspace, WordPress, Webflow, Mural, Basecamp, Asana, HTML & CSS