

MEREDITH WALSH

SENIOR GRAPHIC DESIGNER

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Highly accomplished senior graphic designer with 19 years of experience in print and digital media. Proven expertise in managing tight deadlines, changing priorities, and multiple projects simultaneously. Effective in collaborating with cross-functional teams and clients to create compelling visual materials.

SKILLS & SOFTWARE

Print Design	Basic HTML/CSS	Branding	Typography	Photography
Packaging	Online Ads	Social Media	Production	Retouching
Adobe InDesign	Adobe Illustrator	Adobe Photoshop	Microsoft Office	Mac OS

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

PhotoBiz / June 2016 – Present

- Redesigned the company's website to enhance product presentation and resonate with a fresh customer demographic, resulting in a notable 50% surge in sales post-redesign.
- Managed the end-to-end design process for print projects, including magazine ads, brochures, postcards, handouts, trade show booths, banners, business cards, giveaways, infographics, and other promotional materials.
- Collaborated with the marketing team to promote the company to potential clients and maintain relationships with current clients.
- Created and executed weekly email campaigns, daily social media posts, landing pages, online ads, corporate website designs, and client website designs.
- Designed over 50 logos for clients and internal projects, ensuring brand consistency.
- Proficiently retouched photos for clients and internal projects, enhancing visual appeal.

SENIOR GRAPHIC DESIGNER/PRODUCTION MANAGER

Mitre Agency / February 2011 – April 2012, February 2014 – June 2016

- Led the design and production of packaging, point-of-sale materials, sell-in materials, and ticketing for multiple VF Jeanswear brands, demonstrating adaptability within budget constraints and tight timelines.
- Led and supervised a team of four junior designers and freelancers.
- Designed resort-specific booklets for Barceló Hotels & Resorts, showcasing an ability to tailor materials for unique audiences.
- Developed a series of brochures to promote Coral Hospitality's resorts, golf clubs, and state lodges.
- Created packaging and logos for multiple Hanesbrands Inc. brands, ensuring brand identity integrity.
- Designed eye-catching trade show booths for B/E Aerospace.

WORK EXPERIENCE CONTINUED

Mitre Agency Cont.

- Skillfully retouched product and lifestyle photography for Duck Head clothing.
- Managed a high-end capital campaign for York Technical College, overseeing all aspects of the project.
- Effectively led print projects, offering guidance to the print team, ensuring timely completion, and verifying file accuracy.
- Demonstrated strong production skills, hand skills, and an extensive retouching skill set.
- Managed a photography studio and comp room, ensuring smooth operations.

GRAPHIC ARTIST

Tanger Outlets Corporate Office / June 2012 – February 2014

- Produced a wide range of advertising materials for nationwide outlet centers, including newspaper ads, point-of-purchase displays, wayfinding signage, posters, flyers, direct mail postcards, invitations, programs, banners, and clothing.
- Designed impactful billboards for over 35 outlet centers.
- Conducted extensive retouching work on annual campaign photoshoots.

GRAPHIC DESIGNER

Shapiro Walker Design / February 2006 – February 2011

- Designed packaging, point-of-sale materials, brochures, catalogs, and direct mail pieces for multiple Hanesbrands Inc. brands.
- Managed the design and production of all Krispy Kreme packaging through all stages.
- Collaborated with a team to design Krispy Kreme in-store point-of-sale materials, outdoor banners, counter cards, box toppers, handouts, loyalty cards, advertisements, plaques, and other retail and corporate materials.
- Fostered direct client relationships, facilitating project meetings, ideation, execution, and presentations. Worked closely with printers as needed.

ART DIRECTOR

Coyne Beahm Shouse Advertising & Marketing / June 2004 – February 2006

- Specialized in developing highly effective direct mail campaigns, visually compelling magazines, catalogs, brochures, promotional items, folders, leave-behinds, loyalty cards, and in-store signage for Lowe's Home Improvement.
- Meticulously maintained brand consistency by adhering to graphic standards across all projects.
- Engaged in all stages of production, encompassing conceptualization, draft creation, page layout, client feedback analysis, feedback implementation, mechanical file preparation, and proof evaluation.

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

Bachelor of Fine Arts, Graphic Design, 2004