

# MEGAN WASHBURN MOYER

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## EXPERIENCE

- **MWM Design** **San Francisco, CA**  
**April 2005 – Present**  
**Designer**  
Design contractor for small businesses and non-profits. Create brand identities, including logos, typography, and color palettes. Create front-end design and back-end coding for websites, including all information architecture and user interface design. Design print materials including postcards, flyers, documents, magazine and newspaper ads, illustrations, and brochures.
- **National Center for Lesbian Rights (NCLR)** **San Francisco, CA**  
**September 2005 - Present**  
**Designer**  
Design flyers, postcards, advertisements, forms, and documents for this national gay rights non-profit. Help implement re-branding across all print mediums. Responsible for document prepress and coordinating runs with printers. Assist with various design needs across the organization, such as photo optimization and reviewing HTML code for large-scale email campaigns.
- **Jumpstart Technologies** **San Francisco, CA**  
**April 2005 – August 2005**  
**Designer**  
Produced entire range of production assets for web and print, including logo and brand identity, illustrations, icons, templates, product marketing materials, ad units, and direct email campaigns. Created a spectrum of versions and iterations required for ongoing optimization tests. Helped define a strategic approach to user interface design and navigation.
- **Travelocity** **San Francisco, CA**  
**March 2004-April 2005**  
**Web Designer, Creative Producer**  
Designed HTML/CSS promotional web pages, including user interface design, layout, content, graphics, color schemes, typography and optimization for search. Responsible for page performance and user experience. Designed creative advertisements for both web and print promotions using Photoshop, Illustrator and Flash. Assisted in building a differentiated travel brand by implementing site re-branding and also created a new design style-guide in order to streamline and standardize branding in future production.  
  
**Multimedia Editor** **May 2002-March 2004**  
Acquired and edited online photographs and video using Photoshop and Final Cut Pro. Managed relationships with various image partners and stock photography companies. Documented and reviewed multimedia production processes and researched digital asset management systems, helping to restructure workflow. Diversified image offerings by taking photographs of cruise ships as well as various travel destinations. Maintained extensive travel related video footage library, often used for broadcast on CNN.
- **Pixelcorps.com** **San Francisco, CA**  
**March 2004 – November 2005**  
**Visual Concept Design and Development Team - Senior Artisan**  
Utilized Photoshop, After Effects and drawing to create pre-visualization for short films, music videos, commercials and narrative feature films. Developed storyboards, character design, sets, camera layout and composition. Assisted in managing team of 7 production artists in streamlining production workflow.

## EDUCATION

- **UC Berkeley Extension (2006)**  
Completed following courses: Flash 8, Illustrator CS2, Rapid Visualization Techniques, Intro to 3D Modeling (Maya)
- **Dartmouth College** **Hanover, NH**  
**Graduated: June 2001**  
BA in Romance Languages, Minor in Studio Art.  
*Awards:* Graduated Magna Cum Laude, *Phi Beta Kappa*, Golden Key National Honor Society.  
*Relevant Courses:* Principles of Design, HTML, 16mm Filmmaking  
*Study Abroad:* 2 semesters abroad studying language and literature in Spain and France

## SKILLS

- **Software:**
  - Expert in Photoshop, HTML, JavaScript, Illustrator, ImageReady, Dreamweaver, Final Cut Pro, DVD Studio Pro, Microsoft Office
  - Working knowledge of Flash CS3 (Animation and basic Action Scripting), AfterEffects, InDesign, Quark, Freehand, and CSS.
  - Comfortable with both PC and Mac operating systems.
- **Languages:** Fluent in both Spanish and French.