

Megan Shomaker

Designer

meganshomaker.com

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Designer with four years of experience working in an agency setting for Fortune 500 clients. Currently seeking a role as a Graphic or Production Designer.

EXPERIENCE

Designer (2021-Present)

Siegel + Gale

- Designed and implemented UX strategy for Bristol Myers Squibb's intranet site, delivering a cohesive multi-page guidelines platform in Figma. Collaborated with developers to ensure seamless implementation of user-centric navigation, layouts, and content structure.
- Developed and launched brand guidelines for Blue Cross Blue Shield NC, establishing a unified visual identity across all platforms.
- Launched a sustainable recycled-plastic card collection for American Express, earning strong client and consumer praise for innovation and impact.
- Led end-to-end development of two DAM intranet sites for American Express using Frontify, increasing brand asset accessibility and improving cross-team efficiency.
- Drove UX design for MD Anderson Cancer Network's intranet site, refining layouts through journey mapping and user testing to optimize usability.

Freelance Designer (2021-Present)

- Led in the design and development of a brand refresh for Access Living, a supported living service.
- Designed event brochure for The Big Taste, driving attendance and engagement.
- Shot resident headshots for Covenant Living Shores for directory and community use.
- Sports photography and social content for the Yetis Hockey Club, increasing fan engagement.

SKILLS

Design

Branding + Identity
Iconography
WCAG 2.1 accessibility
Web Design + UX/UI
Photography and photo editing
Digital Asset Management
Print Collateral
Print Mechanicals
Color Separations

Tools

Adobe Creative Suite
(Illustrator, InDesign,
Photoshop)
Figma
Microsoft Office Suite
Frontify (DAM platform)
Basic HTML and CSS

EDUCATION

BA in Design

Minor in Entrepreneurship

Western Washington University

To whom it may concern,

Hi I'm Megan! I am a graphic designer based out of Kirkland, WA with 4 years of experience in design and production at Siegel+Gale, a global branding agency. I believe that I would be a great fit for this position as I am passionate and experienced in branding design, development, and application, primarily through the use of the Adobe Creative Suite and Figma, and I have much experience in digital and print asset creation.

I have much experience working with several different Fortune 500 accounts, working on the creation of visual identities and applying them through guidelines, toolkits, digital and print assets, and more.

Most recent projects included expansive brand resource center sites for both Bristol Myers Squibb and the MD Anderson Cancer Center. This work involved creating and utilizing a component driven system through the Figma platform. This work includes designing navigation and layouts based off of user journey mapping and user testing results, as well as creating assets for and writing guidelines.

I led in the design and development of brand guidelines to highlight the new visual identity for Blue Cross Blue Shield North Carolina. This comprehensive guideline was over 100 pages and included a full deep dive into every nuance of the newly design identity and also later included a secondary set of social media specific guidelines that I created as well.

My team successfully launched a new collection of American Express recycled plastic cards, rolling out hundreds of card assets and collateral. I played a main role in the creation of digital and print asset suites utilizing our efficiency driven template system designed for Amex. In this role I produced and proofed a variety of materials for the print process. This work utilizes an existing and ever growing design system.

Additionally, I led in the development and launch of two different digital asset management intranet sites for American Express, using the Frontify platform. I continue to provide ongoing client user support and overall management of these libraries, which now includes more than 200 collections, totaling over 11,000 assets.

Additionally through my freelance work, I continuously work on projects including photography and content creation for social media for a recreational league hockey team, as well as a collection of portrait photography.

I have much experience working in fast paced teams, as well as balancing several projects and timelines at once. I very much enjoy getting to know my surrounding community and seek connection with others. I currently live in the Kirkland area and in my free time I enjoy trying new restaurants, going to the lake, and attending sports games.

Thank you so much for your time and consideration, I would love to connect and discuss further what skills I would bring to the company.

Best,
Megan Shomaker

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