

MEGAN ANDERSON

DESIGNER • STORYTELLER • ARTIST

I'm a designer focused on crafting human-centered, emotionally engaging design. With a love for color, branding, and motion, I blend creative intuition with strategic thinking to create visuals that connect and communicate across platforms.

LET'S CHAT!

hello@megdsyneco.com
megdsyneco.com

EDUCATION

Cumulative GPA: 3.88

University of Northern Iowa - *Bachelor of Arts, Graphic Design*

Minor in Interactive Digital Studies (Digital Advertising)

August 2023 - December 2025

Iowa Central Community College - *Associate of Applied Science*

Graphics Technology, Web Technology

August 2021 - May 2023

EXPERIENCE

Graphic & Web Designer

Spin Markket, Fort Dodge, IA Feb 2023 - Present

- Collaborate directly with clients to develop strategic visual identities and marketing materials that align with business goals.
- Design and produce a wide range of deliverables, including branding systems, vehicle wraps, website designs, animated logos, and digital/print marketing assets.
- Coordinate with the internal team to manage timelines, client communication, and project delivery.
- Manage social media content and visual campaigns for various local businesses.

President & Creative Team

UNI American Advertising Federation, Cedar Falls, IA Jan 2025 - Present

- Lead and facilitate weekly club and executive board meetings, overseeing 15+ members.
- Organize creative workshops, guest speakers, and recruitment initiatives to foster collaboration.
- Designed out-of-home and digital advertising for AT&T's 2025 Gen Z campaign; contributed to a first-place District 9 win advancing to nationals.
- Partnered with research, media, and strategy teams to ensure cohesive storytelling and brand alignment.

Freelance Graphic Designer

Meg&DsyneCo., IA May 2022 - Present

- Deliver custom brand identities, social media graphics, and promotional materials for small businesses and educators.
- Manage full design process from concept to delivery, balancing multiple projects with consistent quality and deadlines.
- Provide creative consultation to help clients define visual identity and brand direction.

RELEVANT SKILLS

ILLUSTRATOR

PHOTOSHOP

INDESIGN

AFTER EFFECTS

FRESCO

FIGMA

WORDPRESS

WIX

CARGO

BASIC HTML & CSS

MICROSOFT OFFICE

META BUSINESS SUITE

GOOGLE ADS