

# Megan Anderson

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## EDUCATION

### **University of Northern Iowa** – Cedar Falls, IA

Bachelor of Arts in Graphic Design | Minor: Interactive Digital Studies (Digital Advertising)  
August 2023 – December 2025 | GPA: 3.88/4.0

### **Iowa Central Community College** – Fort Dodge, IA

Associate of Applied Sciences | Graphics Technology & Web Technology  
August 2021 – May 2023

## EXPERIENCE

### Spin Markket – Fort Dodge, IA

**Graphic Designer & Marketing Assistant** | February 2023 – Present

- Collaborate with clients and internal stakeholders to develop strategic visual identities and marketing materials that adhere to brand standards and support organizational goals.
- Design and produce digital and print creative assets, including brand systems, websites, animated logos, and marketing collateral, while ensuring consistency with established visual identity standards.
- Manage creative workflows by coordinating timelines, communication, and deliverables across internal teams to ensure accurate and timely project execution.
- Support strategic communications initiatives through visual design that aligns messaging, audience needs, and organizational goals.

### MEG & DSYNE CO. LLC – IA

**Freelance Graphic Designer** | May 2022 – Present

- Develop branding and marketing materials for education, small business, and community-based clients.
- Manage the full design process from creative brief to final delivery, balancing multiple projects while maintaining quality, attention to detail, and meeting deadlines.
- Design accessible digital graphics and web content with awareness of ADA and WCAG accessibility best practices.
- Serve as a primary point of contact for project planning, timelines, and revisions, ensuring clear communication and client satisfaction.

## LEADERSHIP & STRATEGIC CAMPAIGNS

American Advertising Federation (AAF) – National Student Advertising Competition

**Creative Team Member, Presentation Designer, AAF President** | January 2025 – December 2025

- Lead weekly organization and executive board meetings, facilitating collaboration and project alignment.
- Plan and coordinate creative workshops, guest speakers, and recruitment initiatives.
- Contribute to strategic campaign development for AT&T's Gen Z audience, including digital-first and out-of-home advertising.
- Collaborate with NSAC pitch team to design presentation and visual storytelling for campaign pitches, contributing to a District 9 first-place finish and advancement to national competition.

## ACCESSIBILITY, WORKFLOW, & PROFESSIONAL PRACTICE

- Design digital graphics with awareness of ADA and WCAG accessibility principles, including readability, contrast, and hierarchy.
- Apply organized workflows to manage assets, versions, and deadlines across multiple projects.
- Communicate clearly with stakeholders to define scope, expectations, and project parameters.
- Actively pursue professional growth in design, accessibility, and strategic communication practices.

## PROFESSIONAL VALUES

- Commitment to collaboration, inclusion, and equity in creative work
- Strong service-oriented mindset with attention to detail
- Adaptable and effective in fast-changing environments
- Values teamwork, accountability, and clear communication

## TECHNICAL SKILLS

**Design Software:** Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Figma, WordPress, digital layout and publishing tools

**Content Tools:** Microsoft Office, Google Workspace, Meta Business Suite, Google Ads

**Marketing Skills:** Social media content creation, copywriting, SEO basics