

Megan Farley

GRAPHIC DESIGNER

EDUCATION

California Polytechnic University, Pomona

September 2016 - May 2020

Bachelor of Fine Arts
Visual Communication Design

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Currently seeking a career that pushes me to innovate and learn as a designer, and as a leader. A creative design role with the opportunity to contribute my smart design and positive outlook to a collaborative environment.

SKILLS

Effective Communication	Photography Procreate	Microsoft Office
Leadership	Rhino	- Word
Adaptability	Adobe CC	- Powerpoint
Branding & Identity	- Illustrator	- Excel
Lettering & Typography	- InDesign	- One Drive
Logo Design	- Photoshop	Social Media
Illustration	- After Effects	- Facebook
	- XD	- Instagram
	- Dreamweaver	- Tik Tok
		- Snapchat

ORGANIZATIONS

Theme Entertainment Association

January 2020 - May 2020

- Founding club member
- Sole designer working with team of engineers on future club projects

Poly Kroma Team

January 2020 - Present

- Worked on a team with 17 other students to plan and produce our senior portfolio show
- Contributed enthusiasm and direction for the show

Make-a-Wish Foundation

October 2016 - Present

- Assisted in raising over \$175,000 in 4 years
- On the Make-a-Wish team I created a successful fundraising plan that resulted in \$50,000 donations raised in one week.

HONORS

Nancy Walton Laurie Leadership Institute of Chi Omega

Delegate, Winter 2019

Accepted into a resilient leadership program with 30 other collegiate members of Chi Omega

National Chi Omega Convention

Delegate, Summer 2018 & Spring 2019

Chosen to attend convention and asked to speak about our success out of 186 national chapters

EXPERIENCE

Graphic Designer

Lennar Homes: February 2020 - Present

- Completes 150% of goals given daily
- Goes out of way to help others to better the company
- Learns quickly in order to be the most efficient

Love @ First Like : June 2020 - August 2020

- Designed in a forward thinking environment, for a digital dating show aiming to represent minority cultures and a quarantined audience
- Spearheaded creative design projects weekly for social media, motion graphics, and episodes that reached thousands of viewers each week
- Collaborated with production, motion artists, and social teams
- Utilized teamwork through zoom

CP Custom Prints : January 2019 - September 2019

- Created logos, original designs for clients, and mock ups
- Spearheaded UX/UI design improvements to benefit the company website, which increased online traffic
- Designed brand identity systems and style guides for clients
- Created email design campaigns as well as digital marketing
- Communicated directly with clients
- Learned about the print process in regards to printing apparel, business cards, banners, and more

Preemadonna: June 2017- August 2018

- Managed a diverse group of interns while teaming with our CEO
- Designed deck designs and spoke in investor presentations
- Researched and developed package design
- Worked on visual assets for patents
- Generated creative design assets for UX/UI
- Illustrated assets for app usage

Chi Omega Fraternity

President: January 2018 - January 2020

- Proudly served as Chapter President for 2 years
- Earned the "Chapter of Excellence" award by improving national goal criteria from 65% to 89% in less than a year
- Led recruiting efforts that resulted in the statistically best pledge classes
- Reduced the number of women who considered leaving the Chapter from 23 to 2 annually, through listening and understanding.
- Led and facilitated chapter meetings and executive board meetings
- Significantly improved chapter morale, executive board productivity, and chapter involvement and responsibility

