CONTACT

618-401-2156

meg3216@gmail.com

St. Louis, Missouri

PORTFOLIO

meghandaugherty.com

SKILLS

Print & Web Design

Digital Marketing

Email, SEO, Social Media

Branding & Identity

UX and UI Design

Photo & Video Editing

SOFTWARE

Adobe Creative Suite

Photoshop, InDesign, Illustrator, Acrobat

Content Management

Salesforce, Contentful, Magento, WordPress, Figma

Project Management

Asana, Jira, Wrike, Monday

Salesforce Marketing Cloud

Microsoft 365

Meghan Daugherty

SENIOR GRAPHIC DESIGNER

Hello! I'm a **design-focused** creative leader with a passion for developing multi-channel content, ensuring flawless execution of visual campaigns that drive brand awareness, engagement, and conversions.

EXPERIENCE

2024-present
Lead Graphic Designer
EyeCare Partners – *St. Louis, MO*
Develop creative assets and manage brand standards across all marketing materials, including print, digital, in-store collateral, and training resources. Execute creative projects in-house while managing external agencies and designers to ensure high-quality, on-brand deliverables.

2005-2024
Senior Graphic Designer
Anova – *St. Louis, MO*
Designed in-house graphics, emails, web landing pages, print ads, and catalogs for B2B marketing campaigns. Ensured brand consistency and high-quality visuals across all digital and print materials. Managed third-party contractors and project timelines to deliver on schedule.

2013-2014
Freelance Production Editor
Washington University – *St. Louis, MO*
Redesigned monthly print newsletter and developed online edition. Created and managed monthly email campaign. Designed promotional print materials for departmental and community events.

EDUCATION

Southern Illinois University Edwardsville

Bachelor of Arts

Mass Communications & Art

AWARDS

Contest for Illinois College Journalists

Illinois College Press Association

- First Place in Feature Page Design
- Third Place in Feature Page Design