



Megan Zendek
GRAPHIC DESIGNER

LIST OF SERVICES

meganzendek.com

BRAND DEVELOPMENT

- Visual brand creation
- Brand redesign and strategy
- Logos and visual identity systems
- Graphic standards guides
- Competitive analysis and market research

BRANDING

- T-shirts
- Signage
- Promotional items
- Product packaging and labeling
- Mockups (to bring designs to life)
- Infographics
- PowerPoint presentations

STATIONERY

- Business cards
- Letterheads
- Envelopes and mailing labels
- Post cards and direct mail
- Forms
- Greeting cards

MULTIMEDIA

- Photography
- Photo manipulation, editing, retouching
- Illustration, technical illustration, iconography
- Simple motion design
- Basic videography and editing

WEB + USER EXPERIENCE

- Conceptualization and website layout
- Website building via templates (Weebly, Wix, Squarespace, etc.)
- Image sourcing
- Social media imagery and posts
- Pre-production: research, personas, user interviews, user flows, surveys, story boards, competitive analysis, minimum viable product, content strategy
- Wire-framing
- Prototyping

PRINT COLLATERAL

- Booklets
- Brochures
- Posters
- Magazines and newspapers
- Books and book covers
- Publications, manuals, catalogs
- Banners and display stands
- Menus

ADVERTISING

- Campaign theme ideation and development
- Digital banner ads (HTML5, GIFs, static)
- Flyers
- Newspaper and magazine ads
- Billboards
- Vehicle wraps
- Guerrilla ad tactics
- Copy writing
- Point of sale