



Megan Zendek

GRAPHIC DESIGNER

SKILLS

PROGRAM PROFICIENCIES

- ◎ Adobe Creative Cloud
- ◎ Adobe Photoshop
- ◎ Adobe Illustrator
- ◎ Adobe InDesign
- ◎ Google Web Designer
- ◎ Microsoft Office Suite

OTHER RELATED EXPERIENCE

- ◎ Adobe Dreamweaver
- ◎ Adobe After Effects
- ◎ Adobe Premiere Pro
- ◎ Sketch
- ◎ Prototyping apps such as InVision and Figma
- ◎ HTML and CSS
- ◎ Project management/communication software such as JIRA, SharePoint, Dropbox, Canto, Slack, Monday.com, Outlook, Microsoft Teams, and Zoom

SOFT SKILLS

- ◎ Speed and precision
- ◎ Strong time management with a hyper sensitivity to deadlines
- ◎ High level of organization and file management
- ◎ Clear, professional oral and written communication
- ◎ Focused and attentive to details
- ◎ Process oriented, adhering to or constructing new ways of thinking

EXPERIENCE

BRAND IDENTITY DESIGNER, Oct. 2020–Present

Alarm.com, McLean, VA

- ◎ Expert and lead designer for a brand refresh which included a new logo and brand guidelines
- ◎ Revamped content and design of the Corporate Brand Guidelines, created supporting visual identity system assets, and maintained shared libraries
- ◎ Identified weaknesses in the brand via internal audits, documentation creation (Social Media Style Guide, Product Summary Style Guide, etc.), and built processes to maintain a cohesive and consistent brand
- ◎ Lead bi-monthly meetings—called the Creative Brand Alignment—to promote cross-team collaboration and brand initiative awareness
- ◎ Lead ideation, conceptualization, and design of tradeshow booth displays and other event related design
- ◎ Developed campaign-driven HTML5 and static digital banner ads

VISUAL DESIGNER, Aug. 2018–Oct. 2020

Alarm.com, McLean, VA

- ◎ Designed print material: flyers, booklets, advertisements, training workbooks
- ◎ Initiated icon standardization across marketing materials and internal teams; maintained the assets and created over 300 icons for the library
- ◎ Created logos for internal programs and consumer-facing external initiatives
- ◎ Provided creative support for subsidiaries, security dealer partners, internal communications, events, and company-wide marketing efforts
- ◎ Additional projects include: Outlook templates, visual design for emails and websites, exhibit displays, digital signage displays, and PowerPoints

MULTIMEDIA SPECIALIST, June 2017–Jan. 2018

PhishMe, Leesburg, VA

- ◎ Promoted from Graphic Design Intern (Aug. 2017)
- ◎ Responded to customer requests by customizing digital content
- ◎ Created print and HTML/CSS infographics, banners, icons, GIFs for emails, and promotional posters
- ◎ Used 8+ localizations to create native materials for international markets

ART DIRECTOR, Aug. 2016–May 2018

Fourth Estate, GMU's Office of Student Media, Fairfax, VA

- ◎ Promoted from Visual Editor (Aug. 2015–May 2016)
- ◎ Designed page layouts, compiling articles and photos
- ◎ Managed graphics, photography and multimedia editors and their staff

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

George Mason University, Fairfax, VA
May 2018, GPA 3.91, summa cum laude

ADVANCED HIGH SCHOOL DIPLOMA

Tuscarora High School, Leesburg, VA
June 2014, GPA 4.33

AWARDS

2022 GDUSA THREE-TIME WINNER

Winning collateral pieces include: Alarm.com Brand Guide, Alarm.com Hardware Catalog, and All Aware Brand Guide