



Megan Zendek
GRAPHIC DESIGNER

SKILLS

PROGRAM PROFICIENCIES

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

OTHER RELATED EXPERIENCE

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

SOFT SKILLS

- ◎ Strong time management with a hyper sensitivity to deadlines
- ◎ Works well independently/remotely with teams to reach common goals
- ◎ High level of organization and file management
- ◎ Clear, professional oral and written communication
- ◎ Focused and attentive to the details
- ◎ Designs everything with the end user or consumer in mind

EXPERIENCE

BRAND IDENTITY DESIGNER, Oct. 2020–Present

Alarm.com, McLean, VA

- ◎ 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, created documentation (Social Media Style Guide, Product Summary Style Guide, and related templates), and built processes to maintain a cohesive and consistent brand
- ◎ Lead a bi-monthly meeting—called the Creative Brand Alignment—to promote cross-team collaboration and brand initiative awareness
- ◎ Partnered with key team members to lead a re-brand initiative, develop an execution timeline, and create a communication roll out plan
- ◎ Lead ideation, conceptualization, and design of tradeshow booth displays and other event 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, and training workbooks
- ◎ Adhered to brand standards and created additional guidelines
- ◎ Initiated icon standardization across marketing materials and internal teams; maintained the assets and created over 200 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 marketing efforts
- ◎ Additional projects include: Outlook templates, visual design for emails and websites, exhibit displays, digital signage displays, and PowerPoints

TEACHING ASSISTANT, Aug. 2017–May 2018

School of Art, George Mason University, Fairfax, VA

- ◎ Teaching Assistant for Typography and Corporate Design & Branding courses
- ◎ Provided critique and acted as a liaison between students and the professor
- ◎ Assisted head faculty member with record keeping, conducting presentations, and exam grading

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, and GIFs
- ◎ Used translations for 8+ languages to localize collateral for international markets
- ◎ Created collateral such as promotional posters

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