

# Megan Reimers

Art Direction | Graphic Design | Brand Strategy

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## SUMMARY

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Creative focused on art direction and branding with experience developing campaigns, visual identities, and strategic brand ideas. Skilled in combining research, storytelling, and design to create work that feels engaging, culturally relevant, and visually strong.

## EDUCATION

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Savannah College of Art & Design | B.F.A Advertising & Branding | Minor in Social Strategy & Management | 2026

## PROFESSIONAL EXPERIENCE

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### Freelance Brand Designer | National Infrastructure Resiliency Alliance

November 2025 - Present

- Designed a strategic logo aligned with the organization's core pillars and long-term objectives
- Collaborated with the CEO & CSO to define brand positioning, color palette, and visual identity
- Refined concepts through iterative feedback, delivering polished assets within set timelines
- Developed a prototype website in Figma to demonstrate brand application across digital touchpoints

## ACADEMIC EXPERIENCE

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### Art director | JNCO Mock Campaign

October 2025 - November 2025

- Collaborated on a mixed-media campaign using video, print, and magazine-style content to highlight JNCO's streetwear culture
- Organized and directed a photoshoot, planning shots, angles, styling, and overall visual direction
- Developed creative concepts that blended nostalgia with modern streetwear trends
- Designed promotional materials across digital and physical formats to support the event activation

### Media Strategist | Trixie Cosmetics X The Gill Foundation Mock Campaign

March 2025 - April 2025

- Built an integrated marketing campaign supporting LGBTQ+ community initiatives through a mission-driven brand partnership
- Conducted audience research to inform positioning and ensure cultural relevance
- Presented a cohesive campaign strategy with measurable engagement objectives

## SKILLS

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Adobe Creative Suite, Figma, Canva Pro, AI Tools (Nano Banana, Sora, Midjourney), Microsoft Office, Creative Problem Solving, Strategic Thinking, Visual Storytelling, Collaboration