

Meg Zimont

Innovative creative strategist and designer with a proven record of building beautiful brands. With a passion for accessibility and experience spanning industries from healthcare to academia, I can easily adapt to — or define — any organization's identity.

My intense curiosity about how Good Design can improve our lives has propelled my career as a designer, leader, and all-around creative problem solver.

megzimontcreative.com

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269-547-8787

Denver, CO

skills

- ● ● ● Brand creation/management
- ● ● ● Creative direction
- ● ● ● Layout/publication design
- ● ● ● Web design
- ● ● ● Data visualization
- ● ● ● Print production
- ● ● ● Environment-specific design
- ● ● ● Paid social
- ● ● ○ Videography
- ● ● ○ Photography
- ● ● ○ Project management
- ● ● ○ Accessible design
- ● ● ○ UI/UX design
- ● ● ○ Animation

programs

Adobe CC (Ai, Id, Ps, Pr, Ae)

Microsoft Office Suite

Google Workspace

Google Ads

WordPress

SquareSpace

Salesforce & Pardot

DemandBase

HTML/CSS

experience

MEDEANALYTICS

Lead Graphic Designer *March 2021 - present*

Led creative strategy, reinforced brand adherence, and offered design support to leadership. Continued to elevate brand to represent the company as a leader in med-tech.

Graphic Designer *July 2019 - March 2021*

Supported all marketing initiatives, including emails, web ads, website design, video production, social media graphics, slide decks, trade show assets, and print pieces. Co-led rebrand project.

TRUESPACE

Creative Lead *August 2018 - February 2019 (contract)*

Crafted full brand package for start-up company. Led brand exploration process with stakeholders, conducted competitive audits, and produced all facets of the cohesive brand. Trained permanent employees on correct usage of the brand and best practices.

UNIVERSITY OF WISCONSIN - MILWAUKEE

Communications Specialist | **Center for Aging** *March 2016 - July 2018*

Led marketing strategy and execution for the Center, including web management, environment-specific advertisements, annual reports, and giveaways. Managed social media interns.

Multimedia Specialist | **College of Health Sciences** *May 2017 - July 2018*

Supported outreach initiatives by coordinating photo and video shoots across campus, and producing promotional content for various programs within the College.

UI/UX Designer | **Disability Design Center** *March 2016 - May 2017*

Led design of mobile app. Collaborated closely with developers, medical professionals, and accessibility experts. Designed wireframes and conducted A/B testing with Adobe XD prototypes.

education

UNIVERSITY OF WISCONSIN - MILWAUKEE

BFA Design & Visual Communications, Honors College

SANTA REPARATA INTERNATIONAL SCHOOL OF ART

Florence, Italy; Semester abroad

volunteer & freelance work

CREATIVE MORNINGS DENVER, [Videographer](#)

BLACKPAINT STUDIOS, [Videographer](#)

ARTISTS WORKING IN EDUCATION, [Muralist](#)

YOURS TRULY COMMUNITY STUDIO, [Co-Founder & Program Coordinator](#)

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