



MEGAN BUTLER

ART DIRECTOR | GRAPHIC DESIGNER

860 863 8903

megbutler08@gmail.com

meganbutlerstudios.com

EDUCATION

Central Connecticut State University
Graduated with a 3.4 GPA Bachelors
Degree in Graphic Design and a minor
in Fine Arts

SOFTWARE/SKILLS

Adobe Creative Suite + Cloud
Wix & Squarespace
Logo Design
Web Design
Typography
Brand Development
Digital Photography
Marketing
Social Media
Direct Mail
Email Marketing
MailChimp
Layout Design
Magazine Design
Content Creation/Management
Leadership Skills
Teamwork Skills
Microsoft Office
Basic HTML 5
Painting & Illustration
Prepress
Basic Spanish

VOLUNTEER WORK

AIGA CT Board Volunteer
Student Council Representative
Fetching Hearts Rescue Volunteer

PROFESSIONAL EXPERIENCE

ART DIRECTOR | DIRECT ADVANTAGE MAGAZINE

JULY 2019 - JULY 2022

- Responsible for hiring, leading and overseeing a team of designers in the process of designing print ads, menus, mailers, while working closely with sales representatives and clients.
- Laying out magazine spreads and uploading files to the printing vendor.
- Helped expand the company's online footprint by independently completing the construction of the company website from start to finish and collaboratively managing social media accounts.
- Collaborated with team of designers and sales representatives to discuss ways in which our departments could aid in the growth of the company.

FREELANCE ART DIRECTOR | MEGANBUTLERSTUDIOS.COM

2016 - PRESENT

- Working with small businesses, nonprofits or individuals to create unique branding and marketing materials.
- Designing websites, social media content, print and digital pieces for client's use.

GRAPHIC DESIGNER | DIRECT ADVANTAGE MAGAZINE

MAY 2018 - JULY 2019

- Designed print ads for copious amounts of clients.
- Worked directly with the Art Director, sales representatives, clients, and other creatives in an independent and collaborative environment to successfully create and upload monthly issues of the magazine.

DIRECTOR OF COMMUNICATIONS | CCSU AIGA

OCTOBER 2017 - MAY 2018

- Student chapter board member which included duties such as creating print and digital visuals for events, email marketing, event setup, taking photos and managing social media accounts.
- Attended and helped set up events that provided networking opportunities to creative students and alumni.

GRAPHIC DESIGNER | PROJECT PURPLE

MAY 2017 - FEBRUARY 2018

- Created visuals, graphics and email campaigns to promote across print, digital, and social media platforms for nonprofit organization dedicated to pancreatic cancer research.
- Researched facts regarding pancreatic cancer to support artwork that would provide further education to donors and those affected by pancreatic cancer.
- Helped to set up charity events such as marathons and socials.

STUDENT DIRECTOR | CCSU CENTRAL DESIGN

AUGUST 2017 - DECEMBER 2017

- Director of a classroom internship; worked directly with real-world clients to create a variety of print and digital collateral, both with a team and independently.
- Mentored students, led the class in group critiques, kept track of attendance and participation.
- Final approval of art pieces before they were sent to the client and printed or published.

GRAPHIC DESIGN INTERN | THE VISUAL BRAND

SUMMER 2016 & SUMMER 2017

- Worked with other creatives to create branding, packaging, photography, print, and digital design components for various clients and companies.
- Attended and contributed a helping hand during product photoshoots.
- Travel to clients in different locations to have an immersive experience for our client's brand and take any needed imagery while onsite.

WEB/GRAPHIC DESIGNER | CCSU STUDENT CENTER

OCTOBER 2014 - MAY 2017

- Created print and digital collateral such as posters, banners, flyers and logos for campus events, clubs and the CCSU Student Center.
- Work directly with clients and other team members on critiques and edits until finalizing piece.
- Hanging up posters around campus and encouraging others to get involved and attend campus events.