

MEGAN SMITH

SENIOR BRAND DESIGNER | VISUAL DESIGNER | CREATIVE STRATEGIST

Baton Rouge, Louisiana | Remote | megan@meganmsmith.com |

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SUMMARY

I am a Senior Brand and Visual Designer with 20 years of experience delivering strategic visual communications and brand experiences for higher education, healthcare, government, nonprofit, and enterprise at complex business objectives into effective visual solutions that engage audiences, strengthen brand identity, and boost organizational growth, with deep expertise in brand systems, marketing campaigns, visual communication, accessibility, design systems, from concept to execution with a focus on creative excellence, brand consistency, and stakeholder alignment, and enjoy leveraging AI-powered tools to accelerate ideation, enhance workflows, and improve creative projects.

EXPERIENCE

IBM CONSULTING – Senior Visual Designer – Remote

2022 – Present

- Lead brand and visual design for enterprise and government clients including U.S. Department of Education, U.S. Air Force, Truist Bank, Albertsons, Tampa Electric, and American Electric Power.
- Translate business objectives into brand systems, campaign design, digital experiences, and presentations that drive engagement.
- Develop and maintain scalable design systems, component libraries, templates, and reusable creative assets within Figma.
- Partner with marketers, product managers, and executive stakeholders in Agile settings to deliver integrated brand and campaign solutions.
- Present design recommendations and visual concepts that match user needs with enterprise objectives.
- Facilitate stakeholder workshops and design reviews to drive alignment and expedite project delivery.
- Apply WCAG and Section 508 accessibility standards to ensure open and compliant digital experiences.
- Leverage Claude, Adobe Firefly, ChatGPT, and generative AI workflows to accelerate concept development, streamline creative production, and explore design variations.

MEGAN MORAN STUDIO – Founder | Creative Director | Brand Designer – Remote

2022 – Present

- Founded and manage an independent creative business specializing in brand storytelling, visual design, marketing campaigns, and fine art products.
- Conceptualize and execute multi-channel marketing campaigns on social media, email, product launches, and event promotions that drive brand awareness and engagement.
- Develop brand systems, packaging, and customer-facing experiences that strengthen brand recognition and audience loyalty.
- Create digital and print collateral including presentations, social campaigns, advertising graphics, event materials, product packaging, and sales assets.
- Manage projects from concept through production while maintaining quality standards, brand consistency, and delivery milestones.
- Collaborate with clients, partners, and vendors to execute creative initiatives that support business growth and audience response.

Various Organizations – Senior Graphic Designer | Visual Communications Specialist – Baton Rouge, Louisiana

2003 – 2022

- Delivered brand identity systems, marketing campaigns, and digital experiences for higher education, government, healthcare, and nonprofit organizations.
- Designed websites, landing pages, presentations, publications, infographics, reports, and communication materials that transformed detailed information into accessible visual presentations.
- Partnered with academic leaders, communications teams, faculty, administrators, and executive stakeholders to support recruitment, engagement, outreach, and institutional initiatives.
- Developed brand standards and design systems that improved consistency and streamlined production across digital and print channels.
- Produced audience-centered marketing and communication assets supporting organizational growth, engagement, and mission-focused initiatives.
- Managed multiple concurrent projects, maintaining creative quality, partner satisfaction, and production deadlines.

SKILLS

TECHNICAL SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Acrobat) • Adobe Firefly • Figma • Canva AI • ChatGPT • Claude • Microsoft PowerPoint • WordPress • HTML/CSS

BRAND & DESIGN EXPERTISE

Brand Identity & Development • Brand Systems • Design Systems • Visual Storytelling • Creative Direction • Campaign Design • Data Visualization • Color Theory • Typography • Animation • Digital Design • Web Design • Presentation Design • Design Production • Accessibility (WCAG & Section 508)

STRATEGIC & OPERATIONAL

Design Thinking • Agile • Stakeholder Management • Project Leadership • Creative Operations • Cross-Functional Collaboration • AI-Assisted Design Workflows

EDUCATION

Bachelor of Fine Arts (BFA) | Graphic Design

Louisiana State University

Bachelor of Arts (BA) | Spanish

Louisiana State University

CERTIFICATIONS

IBM Generative & Agentic AI Designer

IBM Enterprise Design Thinking Practitioner

IBM Enterprise Design Thinking Co-Creator

Accessibility Advocate Credential

SELECTED CLIENTS & ORGANIZATIONS

U.S. Department of Education • U.S. Air Force • U.S. Army • Louisiana State University • Pennington Biomedical Research Center • Albertsons • Tampa Electric • American Electric Power • IBM Consulting