

megan e. sweeney



info@meganelizabeths.com | 716.998.3548 | meganelizabeths.com

7318 balla drive | north tonawanda, ny | 14120

*objective //* **Art Director / Graphic Designer**

*education //* **State University of New York College at Buffalo** (Buffalo State College) | May 2016  
Bachelor of Fine Arts in Communication Design  
GPA 3.92/4.0 | Dean's List 8 semesters

*related experience //* **Gelia, Williamsville, NY | August 2017 - Present**

*Art Director*

- Worked to a team to concept and execute integrated campaigns for Independent Health
- Concept/design of print and environmental pieces for Cystic Fibrosis Foundation of WNY
- Design of various branding elements such as logos, business cards, presentations, etc.
- Mentor and manager of design interns

**Scale, Buffalo, NY | October 2016 - August 2017**

*Graphic Designer*

- Design digital ads for a diverse group of clients
- Design websites, emails and supporting graphics
- Design of various branding elements such as logos, business cards, presentations, etc.
- Design of print collateral such as posters, packaging and fliers
- Conception and creation of social media graphics

**Western New York Book Arts Center, Buffalo, NY | 2016**

*Volunteer*

- Created various letterpress pieces such as cards, posters and coasters
- Screen printed t-shirts
- Assisted with programs and gallery

**Gelia, Williamsville, NY | 2015 - 2016**

*Advertising Agency Design Intern / Freelancer*

- Designed logo, graphics, animation, and website for Internship Program
- Designed brochures and merchandise for NAfME
- Designed branding material WNY JDRF Chapter Gala and the WNY CFF Chapter Gala
- Designed Independent Health Insurance booklets and print advertisements

*freelance design //* **PRSA (Public Relations Society of America), Buffalo, NY | Present**

- Re-branding Excalibur Awards with the help of copywriter Devon Slobodzian

**Bridge Interiors, Grand Island, NY | 2017**

- Designed logo for Interior Design Firm

**Woodcock Brothers Brewery, Wilson, NY | 2016**

- Designed logo for photographer

**Bill Paterson, Buffalo, NY | 2016**

- Created illustrations for a the book *11 Awkward Moments During Cheap Haircuts*

**Mary Kate Morrison, Buffalo, NY | 2016**

- Designed business card and exhibition poster for fibers and textile designer

**Adam Ianni, Buffalo, NY | 2016**

- Designed exhibition poster for wood designer

**Senior Wishes, Orchard Park, NY | 2016**

- Redesigned logo and print material for non-profit organization

**Runway, Buffalo State College | 2015**

- Created animation and interview video for fashion design student to be projected at runway show

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*extracurricular //*

**American Advertising Federation, Buffalo, NY | 2018 - Present**

*Board Member*

- Design promotional social media graphics for multiple events
- Co-chaired 2018 Jingle Bowl
- Sit on the programming and communications committees
- Captained winning team in the 2018 Brandhack

*honors //*

**School of Arts and Humanities Dean's Award of Excellence in Design | 2016**

**Two Gold & Three Silver District 1 Student AAF ADDY Awards | 2016**

**One Gold & One Silver District 2 Student AAF ADDY Awards | 2016**

**James Lombardo, Sr. Award | 2015**

**Dr. Margaret E. Bacon Best of Studio Award | 2014**

**Dean's Gallery Invitational Award | 2013**

*exhibitions //*

**Burchfield Penney Art Center, Buffalo State College | 2015 - Present**

*Video Projection in Front Yard at The Center*

**Project 308 Gallery, North Tonawanda, NY | 2016**

*Curious Collections: Houseware Store Branding Exhibition by Megan Sweeney*

**Czurles-Nelson Gallery, Buffalo State College | 2016**

*Design Student Art Exhibition*

**Czurles-Nelson Gallery, Buffalo State College | 2015**

*Lombardo Awardee Exhibition*

**Czurles-Nelson Gallery, Buffalo State College | 2015**

*Design Student Art Exhibition*

**Czurles-Nelson Gallery, Buffalo State College | 2014**

*Design Student Art Exhibition*

**Dr. Margaret Eschner Bacon Student Gallery, Buffalo State College | 2014**

*Design Foundation Student Art Exhibition*

**Dean's Gallery, Buffalo State College | 2013**

*Dean's Gallery Invitational Exhibition*

*skills //*

Ability to work closely within a team or individually.

Strong at conceptualizing and finding solutions.

Pitching and presenting designs to clients

Some production experience.

Eager to learn new processes and skills.



*technology //*

Adobe Illustrator, InDesign, Photoshop, After Effects & Premiere Pro  
HTML | CSS | Wordpress | Microsoft Office | Mac + PC Platforms

