

Meaghan Sandtorv

+ DIGITAL DESIGNER
+ BRANDING EXPERT
+ CREATIVE STRATEGIST

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Relevant Experience

Digital Designer / Clari / Sunnyvale CA (Remote) / 03.2021 – 08.2022

- + Conceived, pitched, and executed the identity and messaging for Dreamforce 2022 omnichannel campaign and live event
- + Designed distinctive visual identity for customer community and executed all deliverables for launch, including community website, customer outreach emails, social media, and digital advertising
- + Conceptualized visual identities for the launch of multiple product lines and public announcements, including Clari Studio, Clari Align, and Clari's acquisition of conversation intelligence company Wingman
- + Spearheaded the creation of a strategic framework for the team's design asset management in Figma and produced branded templates for use across the organization
- + Led education efforts to increase internal buy-in for the Creative Team by creating new hire onboarding training
- + Produced branded collateral to support ongoing marketing efforts including landing pages, emails, one-pagers, social posts, infographics, product illustrations and iconography, ebooks, and display ads

Marketing Designer / Bravado / San Francisco CA (Remote) / 10.2019 – 11.2020

- + Worked cross-departmentally with product design, media, and growth teams to ensure brand identity was consistent across external and in-product user touchpoints
- + Designed and completed front-end development of various external-facing landing pages, microsites, and product screens
- + Created template for biweekly email newsletter with mailing list of 15,000+ recipients – from initial mock-ups to coding the final product – and served as co-editor, sourcing content, writing copy, and building out the final email for each edition
- + Led strategic brand identity evolution, designing concepts and templates to be used across all externally-facing content
- + Conceptualized and executed creative for various digital ad campaigns, including a new product campaign that drove 80,000+ unique visitors to the site ahead of launch

Senior Digital Designer / ImpressArt / Edgewood NY / 01.2019 – 07.2019

Graphic Designer / 12.2017 – 01.2019

- + Served as Interim Creative Director managing Graphics Department, providing art direction and strategic oversight of brand initiatives, new product launches, and marketing campaigns
- + Design lead for redesign of e-commerce website, comprising collaboration on UX analysis, creation of mock-ups and prototypes, design of final responsive page layouts, and front-end site development
- + Produced print and digital ads, marketing collateral, animated web ads, social media posts, and marketing emails
- + Conceived and implemented ongoing rebranding of packaging and marketing collateral

Freelance Graphic Designer / Long Island NY / 08.2014 – Present

- + Design and develop focused brand identities and collateral, including responsive websites and landing pages, emails, ad campaigns, social media and other digital assets, brochures and one-pagers, event materials, and large-scale signage

Education & Development

Brown University / Providence RI
Bachelor of Arts / International Relations

General Assembly / New York NY
User Experience Design

California Institute of Arts / Online
Specialization in Graphic Design

University of Michigan School of Information / Online
Specialization in Web Development

Technical Skills & Expertise

- + Adobe Creative Suite
- + Figma, Adobe XD
- + HTML/CSS/JS
- + Responsive Web/Email Design and Development
- + Design Asset Management
- + UX Research
- + Copywriting