

Megan McCloud

Fort Lauderdale, FL | 703.439.0822 | mccloud.mc@gmail.com
www.creativemccloud.com | www.linkedin.com/in/megan-mccloud

SENIOR ART DIRECTOR | GRAPHIC DESIGNER

Senior Art Director and hands-on designer with 15+ years of experience developing integrated creative across print, digital, and experiential channels. Combines creative strategy, conceptual thinking, and strong execution to translate business objectives into compelling visual solutions for B2B, corporate, healthcare, and client-facing audiences. Experienced leading high-volume campaigns, branded events, cross-functional projects, and production from concept through final delivery. Brings additional strength in creative operations, workflow improvement, and client and stakeholder collaboration.

AREAS OF EXPERTISE

- Art Direction
- Graphic Design
- Integrated Campaigns
- Event & Experiential Design
- Print & Digital Design
- Creative Strategy
- Typography & Layout
- Environmental Graphics
- Print Production & Prepress
- Creative Operations
- Cross-Functional Collaboration
- Client & Stakeholder Management
- Vendor Management
- Adobe Creative Suite
- Generative AI / AI-Assisted Design

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer | Remote

10/2020–Present

Partner directly with corporate and small-business clients to develop and execute creative solutions across print and digital channels, managing projects from initial brief and concept through final production and delivery.

- Collaborate with clients to define marketing and design objectives, recommend creative solutions, establish project scope and budgets, and manage timelines and deliverables.
- Design and produce a wide range of marketing materials, including brochures, white papers, print and digital ads, postcards, editorial content, emails, social assets, and other branded collateral.
- Manage projects independently from concept through production, coordinating client feedback, revisions, schedules, and final file preparation while maintaining quality and brand consistency.
- Prepare production-ready files and coordinate with print vendors as needed to ensure technical accuracy, quality, and on-time delivery.

Senior Graphic Designer | HMP Global | Remote

04/2022–12/2024

Led hands-on design and creative execution for a global healthcare education and content organization, developing integrated marketing campaigns and event experiences across print, digital, and environmental channels.

- Led creative development for 3 live events and 4 semi-annual virtual events annually, managing multiple concurrent deliverables across marketing, digital, print, signage, and on-site environments within demanding production schedules.
- Developed annual event identities and visual systems, including logos, brand marks, campaign assets, signage, and supporting collateral to create cohesive experiences across audience touchpoints.
- Designed environmental graphics, signage, and large-format structures for conferences and trade shows, collaborating directly with production vendors to ensure creative quality, technical accuracy, and on-time delivery.
- Created audience-focused marketing and campaign assets for external healthcare and pharmaceutical clients, translating complex content and marketing objectives into clear, engaging visual communications while adhering to established brand standards.
- Integrated generative AI and AI-assisted design tools into day-to-day creative production to support concept exploration, image creation and editing, asset development, and production efficiency.
- Collaborated across creative, marketing, project management, and stakeholder teams to solve design challenges, incorporate feedback, and move projects from concept through final production.

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PROFESSIONAL EXPERIENCE (CONT.)

Senior Art Director | Hanley Wood Media, Inc. (now Zonda) | Remote / Washington, DC

03/2011–09/2020

Led creative direction and hands-on design for a national B2B media organization, developing integrated campaigns, branded events, marketing communications, and client solutions across print, digital, and experiential channels.

- Led creative direction for 47+ branded events, developing event identities and integrated marketing assets across print, digital, signage, environmental graphics, and on-site experiences while contributing to 12.7% annual growth.
- Directed creative for 34+ client projects across integrated marketing campaigns, advertising, digital, print, and event initiatives, contributing to 15.9% growth in client work.
- Managed and prioritized 20–50 concurrent creative projects while remaining hands-on in concept development, design, production, and final execution across multiple brands and channels.
- Partnered with marketing, editorial, sales, project management, clients, and external vendors to translate business objectives into creative solutions while maintaining brand consistency, quality, budgets, and deadlines.
- Brought six consumer publications in-house by developing standardized templates and a data-driven production workflow, reducing production timelines from approximately two months to two weeks while increasing efficiency and retaining project revenue internally.
- Partnered with leadership to implement a centralized project management system, improving project intake, scheduling, resource allocation, workflow visibility, and collaboration across creative teams.
- Provided creative direction, feedback, and mentorship to designers, copywriters, and project managers while supporting resource planning, vendor relationships, and production needs.

Senior Graphic Designer | Hanley Wood Media, Inc. (now Zonda) | Washington, DC

12/2006–03/2011

Designed and produced high-volume marketing and advertising materials across print and digital channels for multiple B2B brands, supporting internal marketing teams, client campaigns, publications, and events.

- Developed creative across print and digital formats, translating marketing objectives and brand standards into effective visual solutions while managing multiple projects and deadlines.
- Collaborated with marketing, editorial, sales, project managers, clients, and vendors to develop concepts, incorporate feedback, and deliver accurate, on-brand creative from initial concept through final production.
- Managed print production and prepress requirements, preparing production-ready files and coordinating with vendors to ensure quality, technical accuracy, budget, and on-time delivery.
- Identified opportunities to improve existing creative and production approaches, recommending design solutions that strengthened visual communication, consistency, and efficiency.

EDUCATION

Savannah College of Art and Design | **Bachelor of Fine Arts, Graphic Design**
Savannah, GA

- Studied Graphic Design, Web Design, and Advertising
- Studied abroad in Southern France