

Taylor Meehan

taylorimeehan@gmail.com
taylormeehan.com
+1 419 705 6702

Experience

Blue Nile Sr. Art Director

Collaborate on strategy & direction for all creative efforts. Direct and plan on-set photo and video. Produce and guide brand work & design.

Seattle, WA / 2022-present

Seattle Coffee Gear Art Director

Design, organize, and coordinate digital assets for e-commerce email campaigns and digital marketing advertisement. Art direct photo and video shoots. Manage in-store retail promotions and signage.

Seattle, WA / 2021 - 2022

Zaro's Family Bakery Director of Brand & Communication

Developed and executed all marketing strategy and efforts for 11 locations while refining brand and building awareness. Launched and managed e-commerce program. Managed social media, PR team, and launching of new locations.

New York, NY / 2020

Chef Daniel Boulud Art Director

Collaborated on creative direction for marketing efforts of 16 restaurants. Managed brand direction, social media and marketing campaigns to ensure consistency. Executed web and email design and contributed to UI/UX strategy.

New York, NY / 2018 - 2019

Metropolitan at The 9 Design Lead

Developed creative and identity for a Marriott Autograph Collection hotel and its 8 affiliated hospitality concepts. Managed creative and programming of all large scale downtown advertising displays. Produced and edited weekly video show.

Cleveland, OH / 2017 - 2018

The Federal Savings Bank Sr. Graphic Designer

Developed and refined brand style guide. Managed junior designer. Received and managed requests from 500+ mortgage and real estate professionals nationwide. Redesigned entire marketing collateral library. Collaborated with developers and wireframed landing pages and other assets.

Chicago, IL / 2016 - 2017

The Greene Turtle Graphic Designer

Created promotional materials for 40+ nationwide locations. Designed in-store collateral including signage and menus. Managed requests from franchisees. Supported and developed content for social media.

Baltimore, MD / 2015 - 2016

Skills

Art Direction, Print Design, Digital Design, UX Design & Research, Photography, Brand & Identity, Project Management, Illustration, Email Design & Strategy, Social Media Strategy + Content Creation, Team Management + Leadership, Adaptability

Tools

Figma, InDesign, Illustrator, Photoshop, Klaviyo, Microsoft Office/G Suite, Sketch, Procreate, MailChimp, Oracle Bronto, MyEmma, CaptureOne, Asana, JIRA

Education

Bowling Green State University Class of 2014

Bachelor of Science in Visual Communication Technology, Minor in Marketing