

Hi, I'm Meghan Van Buren.

As an Art Director with tons of experience, I focus on crafting visually engaging narratives tailored for digital-first companies. I'm great at turning brand vibes into eye-catching visuals that really resonate with audiences. I know my way around digital marketing channels like web, email, social media, and landing pages, and my creative ideas help businesses grow and succeed.

Experience

DEC 2022 - CURRENT

Hydrow, Boston, MA

ART DIRECTOR

- Design and produce marketing materials in various formats, including digital, print, and multimedia, while adhering to company brand guidelines.
- Collaborate with the larger marketing team to create engaging visuals for campaigns and social media platforms.
- Provide creative guidance on brand visuals for advertising and promotional materials.
- Lead creative brainstorming sessions and manage the creative aspects of events to ensure alignment with event strategies.
- Partner with internal and external producers to plan and execute photoshoots and other types of productions.
- Contributes to the evolution of the brand by exploring unique ideas, production processes, approaches, methods, and solutions.

APR 2022 - DEC 2022

Hydrow, Boston, MA

LEAD BRAND DESIGNER

- Brainstormed with brand strategists to create innovative 360 campaign concepts that strategically deliver on the brief.
- Interacted with, presented to, and explained creative concepts to internal partners at all levels.
- Partnered with other experts (including Content, Social, and Community) to align around creative visual solutions that consistently innovate, delight customers, and exceed business objectives promotional materials.
- Oversaw projects through the entire campaign and design process; from creative concept to iterations of design mockups, visual guideline creation, rounds of production and vendor feedback, finished design assets, and final production file.

EDUCATION

Bachelor of Fine Arts

Merrimack College

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LINKEDIN

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Experience Continued

Hydrow, Boston, MA

LEAD BRAND DESIGNER

- Ensure visual concept consistency and quality across multiple areas of work by sharing progress, providing thoughtful critique, and working collaboratively company-wide.

Cogito Corp., Boston, MA

LEAD CREATIVE DESIGNER

- Successfully developed, designed, executed and launched the new Cogito brand within 8 months. This included a new logo, color palette, company fonts, photography, icons (for marketing purposes and in product), presentation templates, email marketing, and in office branding.
- Rebuilt, designed and launched the company website in two months. This included a complete overhaul of the front and back end, a new site structure, making the site responsive based on the device, and implementation all new brand elements.
- Developed a new creative approach to email lead generation that prompted a 300% increase in qualified leads.
- Consistently generated a high level of creative work across all marketing and media channels. Including ATL, BTL, digital and social media.
- Worked closely with leadership and product managers to ensure the brand was consistent across all platforms and brainstormed new ways our teams could collaborate.
- Launched a new creative process for briefing, developing, approving and sharing content across the company.
- Shaped brand standards and created procedures to ensure all creative content reflected the brand image and company ideals.

Tripadvisor, Boston, MA

SENIOR INTERACTIVE DESIGNER

- Played a critical role in the Tripadvisor brand and brand experience for millions of Tripadvisor users, social followers and business owners worldwide.
- Responsible for the creation and execution of comprehensive brand campaigns and unique deliverables across multiple touchpoints - web, mobile, email, print, social.
- Partnered with Brand Marketing stakeholders to translate business goals into strong design solutions that deliver on key business metrics and elevate the Tripadvisor brand experience.
- Owned multiple projects simultaneously, from concept to completion.

SKILLS

creative + art direction
brand strategy
corporate identity
conceptualization
typography
photoshoot planning
digital + print + retail + pos
UI + UX

TECHNICAL SKILLS

figma
photoshop
illustrator
indesign
keynote
sketch
HTML
wordpress
invision
trello
basecamp
airtable
gsuite

MAR 2020 - FEB 2022

AUG 2015 - FEB 2020

Experience Continued

- Brought concepts/campaigns to life with strong executions that drive program goals.
- Created original and ownable creative concepts with speed that were deployed across multiple points of sale and languages.
- Oversaw and managed the work of junior level staff as needed to support the ACD and Lead Designer of Brand Creative.
- Helped create, maintain and enforce the Tripadvisor Brand Book, templates, style guides, and toolkits across all relevant touchpoints of the brand.

AUG 2013 - AUG 2015

Tripadvisor, Boston, MA

INTERACTIVE DESIGNER

- Responsible for creating online and offline marketing material, developed new campaigns, and helped elevate the Tripadvisor brand to the next level.
- Conceptualized and created intuitive, engaging, and brand-consistent campaigns for use in digital and offline experiences.
- Participated and collaborated in concept development and design ideation with business managers, and the marketing design team to help define online creative strategies.
- Communicated and sold design solutions to senior management and teammates, including engineers, product managers, partners, etc.
- Provided design thought leadership to the company and worked with Web Development and Engineering to push the boundaries.

FUN FACT

Renovated a 100+ year old house from the studs + appeared on Ask This Old House with Tom Silva.

Other relevant experience

Wayfair, Boston, MA

GRAPHIC DESIGNER

Staples, Framingham, MA

GRAPHIC DESIGNER

PSMJ Resources, Inc., Newton, MA

MARKETING COORDINATOR