

Megan Rosenberg

Contact

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PORTFOLIO

www.meganmrosenberg.com

Brand designer with B2B, B2C, and freelance experience, focused on creating distinctive and memorable brand experiences.

I build cohesive brand identities and design systems that scale across digital, print, and real-world touchpoints. I combine creativity and strategy to solve complex branding challenges, crafting systems that resonate, elevate, and make every brand unforgettable.

Skills

DESIGN

Illustrator
Photoshop
InDesign
After Effects
Sketch
Figma
Canva
Branding
Typography
UX / UI
Illustration
Animation

WEB

HTML / CSS
Webflow
Wordpress
Wix

Education

LOYOLA UNIVERSITY

B.A. in Visual Communication
Minor in Business Administration

Work Experience

ART DIRECTOR @ Epsilon

APR 2023 — MAR 2026

GRAPHIC DESIGNER @ Epsilon

JUN 2021 — APR 2023

- Drove a company-wide rebrand, in collaboration with the brand and creative team, to develop cohesive visual assets across digital, print, and client-facing materials.
- Partnered closely with marketing, copywriters, and internal creative teams to concept and execute campaign assets from initial ideation through final production.
- Streamlined workflows and strengthened brand consistency through the strategic development of scalable design systems and comprehensive guidelines.
- Elevated campaign engagement and effectively translated marketing strategies into highly compelling and memorable visual storytelling.
- Reinforced a cohesive and recognizable corporate identity by consistently maintaining brand standards across digital, print, and presentation materials.
- Improved marketing production efficiency and accelerated project timelines by designing versatile, reusable templates and scalable creative frameworks.
- Enhanced employee engagement and brand cohesion through the design of merchandise and the internal company website.
- Strengthened team performance and amplified creative impact by guiding key projects, establishing clear design direction, and mentoring junior designers.

GRAPHIC DESIGNER / TEAM LEAD @ MINTEL NOV 2018 — AUG 2021

- Designed and distributed 20 monthly infographic reports optimized for mobile, web, and print, applying strong principles of white space, color theory, and typography.
- Ensured high-quality reporting for leadership, clients, and internal teams by reviewing and approving 30-50 reports and publishing platforms weekly.
- Improved team alignment and workflow efficiency by leading weekly designer meetings to review progress, discuss challenges, and coordinate priorities.
- Accelerated new hire onboarding by creating and delivering instructional materials, guides, and scripts to support rapid learning and integration.
- 2021 MVP Nominee for outstanding performance and team impact.