



MEGHAN BARTZ

CREATIVE DIRECTOR

Contact

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Portfolio:
HeyMegBee.com

Education

B.A. Fine Arts/Graphic Design
Illinois Institute of Art
Schaumburg, IL

Key Skills

- Adobe Creative Suite
- Canva
- Microsoft Office
- Print & Digital Design
- Website & Wordpress Design
- Social Media Graphics & Content
- Branding & Visual Identity
- Brand & Creative Strategy
- Project Management
- Leadership & Team Management
- Cross-Functional Collaboration
- Workflow & Process Optimization
- Campaign Analysis & Optimization

Meet Meghan

Experienced and dynamic designer skilled in brand identity, website design, and digital & print marketing. Driven to translate strategic concepts into visually compelling work that engages audiences and delivers measurable results with creativity and precision. Known for building and optimizing in-house creative departments that strengthen brand consistency and streamline production. Equally comfortable leading projects from concept to execution or collaborating with teams to bring creative visions to life.

Professional Experience

Digital Marketing Manager • Universal Beauty Products

April 2023 - May 2025

- Led creative vision and digital strategy for six distinct beauty brands, overseeing social, email, billboards, photo/video shoots, influencer collaborations, and WordPress website design, redevelopment, and monthly updates for promos and events.
- Developed a team of six multidisciplinary creatives, building department structure, workflows, and a collaborative culture focused on innovation and results.
- Directed paid search and social campaigns across four brands, driving a 700% increase in website sales, 13% growth in retailer sales, and 50% brand growth for two previously under-performing brands (campaigns averaged 6M impressions, 4M unique users, 4,000 clicks/month).
- Partnered with cross-functional teams to ensure creative executions aligned with overarching business goals and brand identity.
- Leveraged data insights to continuously optimize campaigns, boosting engagement, awareness, and sales.

Graphic Designer & Assistant Print Manager • SCI

August 2021 - April 2023

- Spearheaded the setup of SCI's in-house print department, developing workflows, SOPs, and file organization systems to ensure smooth collaboration across departments and high-quality production standards.
- Created a design proofing system that improved accuracy and efficiency, adopted by top client Trek Bicycles and mandated across their entire network of print partners.
- Managed end-to-end print production for all projects, including digital proofs, file preparation, and final output, ensuring deadlines, budgets, and client specifications were met.
- Partnered with the interior design team to create custom wall décor, signage, banners, vinyl applications, and table laminates for a variety of clients, including educational institutions, restaurants, dispensaries, and retail/entertainment spaces, ensuring all designs adhered to brand standards.
- Maintained precision in file setup for major clients, including McDonald's, Burger King, and Trek Bicycles, ensuring full compliance with brand guidelines and project requirements.
- Collaborated with the VP of Sales and Marketing to design internal marketing materials — tradeshow assets, social media graphics, email campaigns, and copy — driving brand awareness and engagement.



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Professional Experience

(continued)

Graphic Designer & Office Manager • Golden Graphics & Signs

August 2020 - August 2021

- Designed custom creative assets across multiple mediums, including business cards, flyers, vehicle wraps, signage, menus, and promotional products, tailored to client brands, goals, and budgets.
- Managed end-to-end prepress production, including site measurements, proofing, file setup, and color matching, ensuring high-quality print execution.
- Installed vehicle wraps and building signage, delivering polished, professional results with meticulous attention to detail.
- Coordinated client installations and communications, ensuring a seamless process from scheduling through final delivery.
- Oversaw administrative operations, including proposals, quotes, and record-keeping, supporting workflow efficiency and client satisfaction.

Senior Graphic Designer & Project Manager • Identity Dental Marketing

March 2016 - August 2020

- Managed multiple client projects simultaneously, working from initial pitch through completion to create custom brand assets — including logos, websites, social media graphics, and print materials — tailored to each client's goals and vision.
- Oversaw full website production, collaborating with WordPress developers to execute designs, implement SEO best practices, conduct quality testing, and launch fully responsive websites on schedule.
- Revamped proofing and approval workflow, improving professionalism, clarity, and turnaround times between internal teams and clients.
- Elevated company branding by refreshing the logo, marketing materials, digital assets, and website, strengthening Identity's visual identity and market presence.

Art Director & Production Manager • Shockwaves Promotional Apparel

November 2006 - March 2016

- Led art/prepress and production departments, managing a team of 10+ screen printing professionals to deliver high-quality work under tight deadlines.
- Streamlined proof approval, prepress workflows, and production scheduling, improving turnaround times and ensuring smooth client-to-production handoffs.
- Served as the primary client contact, managing daily communication on artwork, proofs, and production timelines while resolving issues promptly and fostering strong, lasting relationships.
- Designed multiple award-winning graphics recognized in international industry competitions for creativity and execution.