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tiny.cc/w7t2mz



posimachine.com

EDUCATION & CERTIFICATES

UX Design Certificate

Google / Expected April 2021

Bachelors in Science, Media Arts

Platt College San Diego / 2009-2010

Associated of Applied Science, Multimedia Design

Platt College San Diego / 2008-2009

TECHNICAL

Skills

Creative Strategy, Branding, Interaction Design, User Experience Design, Visual Design, Wireframing, Prototyping, Testing and Research, Project Management, Leadership

Software

Adobe Creative Suites, Figma, Sketch, FramersJS, InVision, Principle, HTML/CSS, Javascript, Salesforce, Wordpress, Basecamp, Asana

MEGAN MANNING

Creative Direction + Product Design

Profile

Creative Director and UI/UX Designer with over 12 years of experience designing, managing, and shipping transformational user experiences. I have a demonstrated track record of exceeding business goals, motivating cross-functional teams, and delivering products. Skilled at defining product vision, crafting compelling storytelling to help build brands and designing seamless, human-centered experiences across complex ecosystems. I thrive on building diverse multidisciplinary teams, problem solving, and envisioning experiences that are centered in empathy for the end user.

EXPERIENCE

Freelance Creative Director + UX/UI Designer

PosiMachine Studio / 2008 - 2021

Partner with companies from startups to enterprise to build and shape their brands while creating compelling new personalized customer journeys across print, email, social, video and web. Some clients included: AMN Healthcare, Zotos Group, Target, Trader Joe's, Online Performers Group and more. Design executions from concept to product strategy, branding, marketing materials, experience design, interaction design, visual design, motion design, prototyping, design research and storytelling. Platforms include mobile, tablet, television, web and desktop.

Design Manager

Cireson / 2016-2020

Collaborated with cross-functional stakeholders to define Cireson's brand identity while driving digital strategy and vision for product campaigns and customer facing websites. Led end-to-end experience of digital campaigns. Conducted advanced customer analytics to inform new engagement strategies and tactics. Played a key role to ensure brand consistency across sales, product and marketing. Presented designs to key stakeholders. Drove innovation, creative thinking and kept Cireson abreast to digital creative capabilities, interaction and performance. Built and managed an international team.

Web Producer

Petco / 2013 - 2016

Worked with the eCommerce and Marketing teams to execute a high volume of omni-channel campaigns in a fast-paced environment where goals are aggressive and quality is key. Responsibilities included maintaining production calendar & workflow, copywriting email subject lines and specs, email development which involves pixel perfect image slicing, HTML coding, tracking codes, email tool setup as well as QA, Litmus and partner testing to ensure accurate execution and deployment for all Petco divisions (eCommerce, In-Store, Unleashed, Rover, and Foundation). Tracked and provided campaign analysis, actionable insight and recommendations for best practices compliance.

Multimedia Designer

Sony Online Entertainment / 2010 - 2013

Worked closely with the Art Director, marketing team, game development teams, and vendors to develop creative for website interfaces, purchase user flows, in-game graphics, logos, flash banners ads, global eCommerce promotions, marketing materials, and CRM initiatives. Managed and executed email marketing campaigns end-to-end, including design, HTML, list-pulls, testing, launch, and analysis. MMO game titles include PlanetSide 2, DC Online Universe, EverQuest, Clone Wars Adventures, etc.