

MEGAN

KESTING

CONTACT

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EDUCATION

AUBURN UNIVERSITY | 2019

Graduated in December 2019 from Auburn University with a Bachelor's in Fine Arts (Graphic Design) Magna cum laude.

SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, XD); Figma; Art Direction; Marketing; Brand Strategy; Illustration; Project Management; File organization

AWARDS & ACCOMPLISHMENTS

Graphic Design USA Package Design Award 2018
Auburn University Graphic Design (GDES) Juried Show Winner 2019
Graphic Design USA Package Design Award 2019
Graphis New Talent Annual 2019
Graphic Design USA Student to Watch 2019
PubWest Design Award 2022
Featured in Vogue, Hypebeast, People Magazine, and USA Today
Work featured in ELLE article, "50 Stylish Coffee Table Books for the Ultimate Living Room Aesthetic"

EXPERIENCE

Design Manager : Blue Star Press

JULY 2020 – DECEMBER 2022

Led the rebranding of our imprint, Paige Tate & Co., to better reflect the quality of products we were creating.

Art directed the redesign of the Paige Tate & Co. website resulting in a significant increase in website traffic. And successfully launched the company's first direct-to-consumer (D2C) website.

Implemented new design processes and file organization that contributed to a notable boost in the team's productivity. Managed a team of designers, photographers, and freelancers, overseeing the visual design of various printed and digital materials.

Prioritized author involvement in the creative process, strengthening our relationships with authors and enhancing their overall experience.

Graphic Designer : Blue Star Press

JULY 2020 – DECEMBER 2022

Designed visually appealing products resulting in key retailers such as Anthropologie, Paper Source, Urban Outfitters, SF MOMA, and Bando to pick up our products.

Oversaw prepress process to ensure all files are properly submitted to printer.

Improved technical skills within InDesign and page composition: resulting in quicker turnaround times.

CMF Designer : Skullcandy

JANUARY 2020 – JULY 2020

Conducted trend research to stay updated on the latest industry trends, materials, finishes, and color palettes relevant to our target market.

Developed CMF strategies that aligned with the brand's vision, product positioning, and target audience. Created mood boards, color palettes, and material samples to communicate concepts effectively.

Created technical spec documents for manufacturers.

CMF Intern : Skullcandy

MAY 2019 – JULY 2019

Improved technical rendering skills within Keyshot.

Conducted color and trend research for 2020 product line.