

WYATT MEGLA

SENIOR MANAGER OF DESIGN

ABOUT

Wyatt is driven, eager to learn, enjoys a challenge, and works remotely from the Los Angeles area. He is passionate about fostering individual contributor happiness, brand loyalty, and increasing effectiveness through efficiency. When not working he is drawing, riding motorcycles, or rock climbing with friends.

CURRENT RESPONSIBILITIES

- **Team Leadership & Strategy:** Lead a 10-member design department across Socius Marketing and Brighter Vision (agency services and SaaS), setting objectives aligned to company OKRs and maintaining an NPS of 65.
- **Brand Management:** Own visual identity and messaging across two corporate identities built from 7 distinct brands, ensuring consistency across all digital and print platforms.
- **Process Optimization:** Drive continuous workflow efficiency across both business units, sustaining a 76% reduction in agency website project build times (60 to 14 days) and 75% reduction in SaaS website project build times (4 hours to 1 hour).
- **Revenue Growth:** Lead branding and marketing strategy across agency and SaaS, responsible for a 102% increase in combined sales and 72% growth in combined MQLs.
- **Client Retention:** Direct agency social media design strategy, generating \$314K in additional ARR and maintaining strong enterprise client relationships.
- **Product Development:** Lead design from concept through go-to-market for new product offerings, with recent launches generating \$1.5M+ in new ARR within 30 days.
- **Design Systems:** Develop and maintain a component-based design system for agency services, sustaining a 30% reduction in total production time and enabling scalable campaign execution.
- **AI Enablement:** Champion ongoing AI adoption across the design team using native and low-cost solutions, driving 90% team adoption and a 15% reduction in time spent locating project information.
- **Operational Efficiency:** Oversee tool consolidation and vendor management across both business units, eliminating \$100K+ in annual software spend and reducing operational complexity.

EXPERIENCE

SENIOR MANAGER OF DESIGN

Ignite Visibility | 2025 - Present

SENIOR MANAGER OF DESIGN

EverCommerce | 2023 - 2025

DESIGN TEAM MANAGER

EverCommerce | 2020 - 2023

SENIOR LEAD DESIGNER

EverCommerce | 2019 - 2020

LEAD DESIGNER

Brighter Vision | 2018 - 2019

SUPPORT SPECIALIST

Brighter Vision | 2017 - 2018

SOFTWARE

- Adobe Creative Suite
- Bamboo, Gusto, & Workday
- Claude, ChatGPT, DeepSeek, Gemini, MidJourney & Rovo
- GA4, Drip, Hubspot, Brevo, & Keap
- Jira, Monday, Trello, & Asana
- Salesforce & Maxio
- Shopify, Webflow, SquareSpace, Wix, BigCartel & WordPress
- Slack, Google Workspace, & Teams
- Zapier

EDUCATION

UNIVERSITY OF COLORADO, BOULDER

B.A. HUMANITIES