

# Meagan Ellis

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## Experience

### Hoosky · Co-Founder, Director of Design and Communications Apr 2021 - Apr 2025

- Design and market a lighthearted edition of unofficial Northeastern University merchandise.
- Partner with a small team of 10 undergraduate students, amass a following of 6,000+ supporters online.
- Garner entrepreneurial skills in self-management and community engagement.

### The Boston Beer Company · Brewery Ambassador Sep 2024 - Dec 2024

- Represent the Samuel Adams brand through brewery tours and a high level of customer service.
- Assist guests and maintain order throughout brewery and tour programs of 50+ guests.
- Challenge the status quo with creative alternative solutions and collaborative practices.

### The Boston Beer Company · Creative Services Co-op Jan 2024 - Jul 2024

- Design 300+ point of sale products while in consistent communication with brand representatives.
- Learn Twisted Tea and Dogfish Head branding to illustrate and design work aligning with their brands.
- Create enticing, engaging logos across various departments and locations.

### TEDxNortheasternU · Director of Marketing and Design Apr 2023 - Oct 2023

- Mentor and expand a team of 15+ passionate student designers and marketers.
- Build connections with Northeastern's undergraduate community through strategic outreach.
- Promote TEDxNortheasternU as a platform for students to share their voices with the local community.

## TOOLS

Adobe InDesign,  
Illustrator,  
Photoshop,  
Premiere Pro,  
After Effects, and  
Audition

Figma  
Microsoft Office  
Notion  
Miro

## SKILLS

Brand strategy  
Prototyping  
Logo design  
Creative entrepreneurship  
Creative operations

Communication  
Organization  
Community engagement  
Design research  
Public speaking

## Education

### Northeastern University Boston, MA · 2021-2025 GPA: 3.75 · Dean's List

**BFA in Graphic Design**  
Typography 1 & 2  
Experience and Interaction  
Visual Storytelling in Journalism

**Honors in the Discipline Distinction**  
Redesigned Spotify Kids backed by design research and user experience.

**Basel, Switzerland** · May - Jun 2023  
Intensive study of 20th-century Swiss typography.

**University College Dublin**  
Dublin, Ireland · Sep - Dec 2021  
First semester study abroad opportunity.  
Earned Global and Intercultural Communication badge.

**Communications High School**  
Wall, NJ · 2017 - 2021  
Immersed in rigorous, career-focused curricula, introducing myself to industry standard programs at a young age.

## Projects

**SPRING 2025** · Hoosky's mission is featured in The Huntington News, Northeastern University's independent, student-run newspaper.

**FALL 2024** · Created a logo for Savanti Healing, a local herbal tea business associated with the Samuel Adams Brewing the American Dream program.

**SPRING 2024** · Conceptualized and designed an internal logo for The Boston Beer Company's Time and Attendance Portal System (TAPS).

**SUMMER 2023** · Personalized research project on 20th-century Swiss designers under AIGA award-winning Professor Douglas Scott.