

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 Northeastern University merchandise, recognized as a licensed vendor.
- Partner with a small team of 10 undergraduate students, amass a following of 6,500+ supporters on social media.
- Garner entrepreneurial skills in content creation, community engagement, photography, and video editing.

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.
- Spearhead tour programs of 50+ guests, assisting and maintaining order throughout the Boston brewery.
- Engage with local and international communities with creative problem-solving 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.
- Multitask projects and create enticing, engaging logos across various internal departments.

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 Youth and Communication Technology Communication in a Digital Age

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 and layout.

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, including the Adobe Creative Suite.

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.