

★ Meagan Ellis

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Let's connect.

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I am a **graphic designer** with pride in the power of visual communication, and I showcase the beauty in everyday language. From in-house work to entrepreneurial projects, I work with teams that amplify confident storytelling and connection.

★ Education

Northeastern University

Boston, MA • 2021 – 2025

3.71 GPA • Magna Cum Laude

BFA, Graphic Design

Typography 1 & 2

Experience and Interaction

Communication in a Digital Age

Honors in the Discipline Distinction

Redesigned Spotify Kids, supported by design research and user experience.

Basel, Switzerland • May – Jun 2023

Intensive study of 20th-century Swiss typography and graphic designers.

Dublin, Ireland • Sep – Dec 2021

Earned Global and Intercultural Communication badge under the NUin first-semester program.

★ Experience

Hoosky • Co-Founder, Director of Design and Communications

Apr 2021 – Apr 2025

- ★ Built a community-driven merchandising brand, earning University recognition through creative strategy and marketing campaigns.
- Designed and promoted a lighthearted edition of Northeastern University merchandise, identified as a licensed vendor.
- Led a team of 10+ undergraduates, illustrating 20+ logo variations for a long-term creative marketing campaign.
- Fostered a community of 7,000+ supporters online, balancing creative experience with business operations.

The Boston Beer Company • Brewery Ambassador, Samuel Adams

Sep 2024 – Dec 2024

- ★ At the Boston Brewery, conducted guided tours and supported daily operations and events through engaging experiences.
- Represented the Samuel Adams brand through brewery tours and a high level of customer service.
- Assisted guests and maintain order throughout brewery and tour programs of 50+ guests.
- Challenged the status quo with creative alternative solutions and collaborative practices.

★ Projects

Fall 2025

Performed consulting work for early-stage tech startup Umber Networks, including naming the business and contributing logo concepts.

Spring 2025

Hoosky's mission is featured in The Huntington News, Northeastern University's student-run newspaper.

The Boston Beer Company • Creative Services Co-op

Jan 2024 – Jul 2024

- ★ Collaborated at an in-house environment to balance asset production with illustration projects and logo designs.
- Designed 300+ point-of-sale assets while taking initiative creating internal logo projects across departments.
- Applied Dogfish Head and Twisted Tea brand guidelines to create designs aligning with their styles of visual storytelling.
- Maintained cross-functional brand consistency with external print vendors and branding and sales representatives.

Fall 2024

Created a logo for a local herbal tea business associated with Samuel Adams' Brewing the American Dream program.

Tools

Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- Audition

Figma

Procreate

Notion

Miro

Skills

Brand strategy

Prototyping

Design research

Entrepreneurship

Creative operations

Public speaking

→ **References** available upon request.