



MEGAN JEAN-ANNE

Birmingham, AL

www.meganjeanne.com

Product Design Skills:

- UX/UI design using Figma and Adobe XD
- Agile methodology
- Wireframing & Prototyping
- User Research & Usability Testing
- Accessibility & 508 Compliance

Digital Design Skills:

- Web, mobile, print, and digital graphic design
- HTML/CSS
- WordPress and custom CMS

Marketing Skills:

- Salesforce CRM & Lead Management
- HubSpot Email Marketing & Campaign Scheduling
- Integrated Campaign Development (Social, Print, Email & Web)

Creative Tools:

- Adobe Creative Suite (specializing in After Effects, Premiere, Illustrator, Photoshop, and InDesign)
- Microsoft Office Suite (specializing in PowerPoint)

Content Creation:

- Photography, Videography, and Motion Graphics
- AI Voiceover Generation using WellSaid Labs
- Live Audio Recording

EXPERIENCE

HOFFMAN MEDIA | Birmingham, AL (Hybrid)

June 2025 to Present

Marketing Designer

Hoffman Media is a special-interest publisher with a book publishing division (83 Press), a luxury retreat division, and 8 lifestyle magazines targeted to women, including TeaTime, Southern Lady, Bake from Scratch, Louisiana Cookin', The Cottage Journal, Victoria, Southern Home, and Taste of the South.

- Design company and client marketing materials, including ~20 social media posts, email templates, press releases, print ads, web graphics, e-books, and product sales sheets each week using both proprietary and stock media.
- Created a fully responsive WordPress site for 83 Press, designing templates for custom imagery.
- Restyled the *Tea Time* and *Southern Lady* websites on a 10-day timeline to correspond with magazine rebrands.
- Routinely collaborate with 12+ Hoffman clients to create print materials for 8 different magazines.
- Consistently produce designs for advertising campaigns on Meta platforms (Facebook & Instagram) involving static and motion graphics.
- Took charge of training a marketing intern and created multiple templates for their use.
- Work closely with cross-functional teams to align on vision, marketing effectiveness, and deadlines.

BOOZ ALLEN HAMILTON | Hybrid & Remote

Oct 2021 to Apr 2025

Senior Consultant

A management consulting firm specializing in government contracts related to intelligence, technology, engineering, and cybersecurity.

- Hired to do graphic design and web maintenance, then promoted after 8 months to handle media production related work (motion graphics, UX/UI) exclusively for the Air Force Culture and Language Center (AFCLC).

- Produced 21 promotional videos, 20 educational videos, and 35+ social media shorts for the client using proprietary footage, stock footage, and motion graphics.
- Delivered a 30% increase in AFCLC's 2024 Symposium attendance by filming interviews and B-roll video content at the prior year's symposium that were used in multiple social media campaigns promoting the 2024 event.
- Designed all branding and graphics for the 2022 Symposium, including advertising, wayfinding, and mobile app components, participating in weekly meetings with the production team.
- Redesigned AFCLC's branding guide, refreshing the client's 5-year-old brand identity and supporting consistent brand deployment across print and digital materials.
- Updated ACL's website using AFPIMS CMS with a custom HTML/CSS toolbar, maintaining web content and improving site functionality.
- Created promotional graphics, complex infographics, slide decks, brochures, folders, business cards, and multimedia assets, including recorded audio and AI voiceovers, for web, print, social media, and training courses.
- Worked closely with the Proposal Manager to ensure bid compliance and meet data visualization needs, creating visual aids and graphics components for all account proposals.

Special UX/UI Project:

- Pitched redesign of AFCLC's mobile app ("Culture Guide") and served as UX designer and lead UI designer for the year-long project. Followed Agile methodology to create UX/UI designs for the app and custom CMS.
- Built the interactive prototype of the app in Adobe XD, performed user research and usability testing, conducted stakeholder interviews and accessibility reviews (per WCAG 508), did daily standups, sprint planning, and retrospectives, and completed the developer handoff, ensuring all design specifications were met.
- As lead UX designer for the app's content management system (CMS), organized the information architecture and developed complete interactive wireframes.

AUBURN UNIVERSITY AT MONTGOMERY (AUM) INTERNSHIPS | Montgomery, AL

Aug 2017 to May 2020

Graphic Designer & Layout Artist

THAT Literary Review, UAM English Dept. Publication (Spring 2019 & Spring 2020)

- Typeset magazine pages following editorial specifications.

AUM Historical Review, UAM History Dept. Publication (Fall 2018)

- Designed and photographed the publication cover, winning several awards for the photo used.

Filibuster, UAM Student-run Art and Literature Magazine (2017-2018 academic year)

- Designed the cover and interior content pages for the magazine

MONTGOMERY MUSEUM OF FINE ARTS | Montgomery, AL

Jan 2019 to May 2019

Intern

- Designed educational and promotional materials including flyers, outreach emails, and coloring pages.
- Developed outreach materials for 8 local colleges and universities to promote special events.

CREATIVE MARKETING CONCEPTS | Montgomery, AL

Aug 2016 to Dec 2016

Graphic Design Intern

An integrated marketing agency producing print, promotional, packaging, and presentation materials for clients.

- Assisted with design and maintenance of the company website and created print and digital designs for clients.

EDUCATION

BFA, Graphic Design | Minors: Art History & Music | *summa cum laude* (GPA: 3.9)

Auburn University | Montgomery, AL | 2021