

Megan Ma

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Summary

Creative professional, bringing experience in brand strategy, visual design, and cross-functional collaboration. Skilled in aligning creative vision with business objectives.

Professional Experience

Graphic Design Specialist, Brand and Marketing, Diono – Seattle, WA Mar 2024 – Present

- Created 5+ product launch campaigns across channels, collaborating with product and compliance teams to align marketing deliverables with regulated content standards
- Reduced external contractor spend by 22% by shifting asset development in-house and optimizing tool usage
- Reduced creative production lead time from brief to launch by 20% by introducing standardized templates and feedback loops

Associate Designer, Nordstrom – Seattle, WA Jun 2023 – Mar 2024

Assistant Designer, Nordstrom – Seattle, WA Dec 2018 – Jun 2023

- Managed development cycles for 9 internal brands, tracking seasonal calendars and supplier deadlines across 5 segments
- Designed the 9th top-selling product of the 2021 Anniversary Sale (\$1.7M revenue, 28,000 units)
- Streamlined vendor communication processes, reducing sample lead time by 25% and improving on-time delivery rates
- Conducted customer research and analytics to influence 30+ seasonal line plans and increase sell-through rates
- Facilitated 40+ stakeholder presentations annually to ensure cross-team alignment and buy-in

Assistant Designer, Dolce Vita Footwear – Seattle, WA Jun 2018 – Dec 2018

- Managed product timelines and communication across 12+ private label programs
- Partnered with international suppliers to deliver 100+ SKUs on schedule and under budget by tracking status, resolving blockers, and maintaining production timelines
- Analyzed consumer insights to support a 15% increase in seasonal product adoption across wholesale partners

Skills

Technical: Adobe Creative Suite, Figma, Trello, Asana

Core Competencies: Brand Development, Creative Direction, Market Research, Project Planning, Timeline & Budget Management, Stakeholder Communication, Risk Mitigation, Resource Allocation

Education

University of Washington – Bachelor of Arts, CEP (Urban Design & Planning) 2015