

Megan Ma

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Summary

Creative Strategist & Lead Designer with experience guiding product, brand, and marketing work from concept through launch in highly regulated and cross-functional environments. Known for translating complex requirements into clear, compelling creative systems that drive performance, efficiency, and alignment. Experienced in product-driven brands, e-commerce, and community-oriented organizations, with a strong preference for mission-led teams and healthy creative cultures.

Professional Experience

Creative Lead & Project Manager (Contract), Mema Creative - Everett, WA Jan 2025 – Present

- Lead creative strategy and delivery for branding, e-commerce, and visual identity projects for small businesses and community-oriented clients
- Own project scoping, timelines, and execution while serving as primary creative and strategic partner
- Guide concept development through final delivery, balancing client goals, usability, and brand clarity
- Establish lightweight creative systems and workflows to support sustainable, repeatable client outcomes

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

- Led creative strategy and execution for 5+ digital product launch campaigns across email, paid media, e-commerce, and retail channels
- Partnered closely with product, marketing, and legal/compliance teams to translate regulatory requirements into clear, customer-facing creative
- Reduced external contractor spend by 22% by internalizing creative production, optimizing tooling, and streamlining internal workflows
- Improved production lead times by 20% through standardized templates, shared asset libraries, and clearer cross-functional feedback loops
- Owned visual consistency and performance optimization across PDPs, Amazon A+ content, banners, and promotional assets

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 by standardizing handoffs and expectations, 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
- Facilitated 40+ stakeholder presentations annually to ensure cross-team alignment and buy-in

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

- Coordinated timelines and communication across 12+ private label programs
- Partnered with international suppliers to deliver 100+ SKUs on schedule and under budget
- Applied consumer insights to support a 15% increase in seasonal product adoption

Skills

Creative strategy & direction, brand systems & visual identity, campaign concepting & execution, content strategy & PDP optimization, art direction & critique, creative project management, cross-functional collaboration, workflow optimization, vendor & stakeholder management, resource allocation & prioritization
Tools: Adobe Creative Suite, Figma, Trello, Asana, Shopify, Amazon Seller Central, Hubspot, Salesforce

Education

University of Washington – Certificate, UX & Visual Interface Design 2021

Seattle Central College – AAS, Apparel Design & Development 2018

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