

MEGAN DOUGHERTY

HELLO

I believe design should be inspirational, strategic and honest. With over fifteen years of professional design experience, I am driven by curiosity and aim to create work that is exploratory and visually engaging. If you like what you see, **let's work together!**

BRAND EXPERIENCE

Henkel Brands / Costco / Walmart / Sam's Club / Target / Kroger
CVS Pharmacy / Hewlett Packard / Green Mountain Coffee
Ford Motor Company / Axway / Trustwave / NetApp / DeVry University
Boys Scouts of America / City of Chicago / CF Industries / Dora Grace Bridal

EDUCATION

Indiana University - Bloomington, IN May 2003
Bachelor of Arts - Major: Studio Art Minor: Art History
Whittenberger Scholarship: Indiana University Union Board

AWARDS

2013 Summit International Award "Trustwave Global Security Report"
2008 CADM Tempo Award: Runner-up "AGL Annual Fundraiser"
2005 International Davey Award: Gold Winner "ACOFPP Strongest Link"
2005 Marcom Creative Award: Platinum Winner "AOA Student Survival Kit"
2004 Communicator Award: 1st Prize "AOA Membership Kit"

EXPERIENCE

The Mars Agency

Sr. Art Director Detroit 09/2013-Present
Develop innovative campaigns linking clients to retailers. Concept and develop multiple shopper marketing programs for large retailers. Create strategic solutions that align with client objectives and timelines. Responsible for leading campaign initiatives from initial client briefing to final client presentation.

Iris Worldwide (formerly Pepper Global)

Art Director/ Sr. Art Director Chicago 09/2009-08/2013
Creative lead on conceptualization and design of integrated campaigns, including print collateral, microsites, infographics, HTML emails, among others. Responsible for management of team's work load. Guided team in the creation of B2B and B2C projects with an eye for best practices, usability, interactive tools and design principles.

CBD Marketing

Art Director Chicago 07/2006-03/2009
Responsibilities included handling multiple, simultaneous projects in a fast-paced work environment while meeting goals, deadlines and budget restrictions. Design across a variety of media, including tradeshow installations, interactive media, outdoor. Presented all work to clients and involved in new client pitches.

Imagine Creative Group

Jr. Art Director/Art Director Chicago 11/2003-06/2006
Responsible for the conceptual development and design of print collateral, direct marketing promotions, branding, website design, and e-marketing materials. Worked in a team environment in order to visually communicate the client's vision.