

# MEGAN CAMARENA

Atascadero, CA | megankcam@gmail.com | 805.704.8903 | megancamarena.com | linkedin.com/in/megancamarenadesign

---

## WORK EXPERIENCE

**GOUDA LIFE CREATIVE** | Atascadero, California | 07/2023 to present

### Owner and Marketing Designer

- Build and maintain a print-on-demand storefront through Shopify and Printify and market through social media platforms such as Instagram, TikTok, Threads, Facebook, and Pinterest
- Design and illustrate original designs using the Adobe Creative suite for use on merchandise — mainly clothing and accessories
- Plan, art direct, capture, and edit product photography and videos for use on website and social media
- Other freelance design projects — website design, logo projects, photo editing, social media management and more as projects arise

**RAZORFISH** | San Luis Obispo, California | 02/2014 to 04/2023

### Senior Designer

- Produced consistent branding across a variety of media types for a vast range of clients including websites, interactive screens, social media posts, logos, vector illustration, presentations, icons, infographics, newsletters, emails, banners, posters, catalogs, packaging, and more
- Led the UI design for multiple web and email projects and created component libraries and design templates
- Developed stunning visuals by combining typography and color theory best practices on complex projects in a fast-paced environment
- Mood boarded and art directed multiple photo/video shoots, project campaigns, and pitches
- Worked in collaboration with cross-functional teams including Copy, Motion, Editing, 3D, and Production Studio to bring conceptual designs and multimedia to life within the approved project timeline while staying flexible and adaptable
- Conceptualized and presented ideas while building styleframes, storyboards, and pitch decks for visual storytelling and data visualization
- Completed retouching and compositing for thousands of photographs for digital and print use
- Crafted innovative solutions to design challenges through all stages in the workflow from creative brief through to delivery
- Provided mentorship to junior designers, improving their design skills & efficiency by teaching industry best practices with regular checkins

**JIRAFIX CREATIVE** | Atascadero, California | 09/2018 to 05/2022

### Owner and Creator

- Designed and developed a collection of pet accessories, masks, bags, custom vinyl designs, and other fabric materials
- Crafted custom hand-lettered wooden signage for multiple events with glowing reviews from clients and guests alike
- Designed visually compelling logos for multiple clients using the Adobe Suite
- Managed an Etsy store with 4.9/5 stars and collaborated with Instagram ambassadors to market and sell products through Instagram

**CHILI'S BAR & GRILL** | Arroyo Grande, California | 07/2010 to 07/2014

### Trainer, Server, To Go Server, and Hostess

- Trained over 20 new employees on company policies and procedures
- Provided exceptional customer service to dozens of customers daily, maintaining a high satisfaction rate
- Demonstrated expertise in menu items by upselling specials and recommending popular items

**MR. ECO COMPANY** | San Luis Obispo, California | 06/2013 to 10/2013

### Marketing and Design Intern

- Built, designed, and maintained company website and EcoHero Club Website using WordPress
- Designed press releases, resumes, sponsorship packets, business cards, posters, and other documents

**UNIVERSITY GRAPHIC SYSTEMS, CAL POLY** | San Luis Obispo, California | 09/2011 to 12/2012

### Marketing Intern | Sales Intern

- Led design of all marketing collateral (print and digital design) to get the word out to departments on campus as well as around the city
- Contacted customers directly via email and telephone to gain new business

---

## EDUCATION

**CALIFORNIA POLYTECHNIC STATE UNIVERSITY** | San Luis Obispo, California | 12/2013

Bachelors of Science in Graphic Communication, with honors

**SCHOOL OF MOTION** | Online | 8/2022

Introduction to Motion Graphics (After Effects Kickstart)

---

## SKILLS

### DESIGN

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe Lightroom, Adobe After Effects, Adobe Premiere Pro, Sketch, Figma

### OFFICE

Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Keynote, Google Suite

### WEB

InVision, Basic HTML, Basic CSS, Text Wrangler, Wix, Squarespace, Wordpress, Shopify