

MEGAN CAMARENA

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WORK EXPERIENCE

TREASURY WINE ESTATES | Paso Robles, California - Remote | 09/2023 to present

Multimedia Designer

- Transform high-level campaign ideas into fully realized multimedia experiences through design, animation, and video production
- Partner with cross-functional teams to develop original campaign concepts, shaping messaging, visual tone, and storytelling from the ground up
- Design and produce multimedia assets across digital platforms, including web graphics, social media content, motion graphics, and video
- Responsible for redesign and upkeep of the brand website and creations of assets for third party retailers
- Produce consistent branding and detailed design across a variety of wine sales collateral, from packaging to events to digital ads and beyond
- Design beautifully branded print layouts for various collateral to showcase our wines and products in various markets and venues
- Strategize ways to keep the brand and design collateral on-trend and relevant while still standing out in a saturated market

GOUDA LIFE CREATIVE & FARM | 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
- 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
- Make homemade, farm-fresh goods and market and sell within the local community

RAZORFISH | San Luis Obispo, California - Remote | 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

EDUCATION

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

Bachelors of Science in Graphic Communication, with honors

SCHOOL OF MOTION | Introduction to Motion Graphics (After Effects Kickstart) | Online | 8/2022

COLOR GRADING CENTRAL | Adobe Premiere Pro Color Grading Course | Online | 4/2025

UDEMY | Adobe Premiere Pro Masterclass | Online | 2/2026

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, Builder.io