Meghan Pyle
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EXPERIENCE

Wells Fargo
In-house Agency
Minneapolis, MN

Senior Digital Art Director
February 2022 - Present

Digital Art Director
September 2019 - February 2022

Leverages insights and customer research to concept and produce social and digital campaigns for small business customers.

Collaborates with design, video, CX, and development teams to guide concept execution at all touchpoints.

Helped pilot the agile process and established one of the most successful teams within the agency.

Aging Media Network
Chicago, IL

Senior Web Designer
May 2019 - September 2019

Web Designer
April 2017 - May 2019

Launched a unified design strategy for all 4 digital publications in the AMN portfolio. New features included native ads, integrated promotion modules, and multiple article templates for better reader experience.

Drove design of all AMN products, including white papers, reports, social posts, event promotion, and awards programs.

Utilized HubSpot and Shopify to design, develop and promote a custom research library.

Yamamoto Chicago
Chicago, IL
(Formerly CIVILIAN)

Art Director
January 2016 - April 2017

Senior Designer
October 2014 - January 2016

Coordinated with creative team to concept, plan and execute fully integrated national campaigns for Cancer Treatment Centers of America.

Lead digital executions for Chicago Booth Executive Education program from initial wireframing through prototyping and client presentation.

Supported launch of new agency brand by establishing digital presence, designing internal/external branded materials and maintaining social properties.

Blue Chip Marketing
Chicago, IL

Senior Digital Designer
July 2014 - October 2014

Digital Designer
June 2012 - July 2014

Drove digital evolution of beauty brands Real Techniques, EcoTools and Body Benefits by evaluating user needs to inform the redesign of web, email and social experiences.

Conceptualized and developed visually dynamic designs for a host of digital products, including brand websites, microsites, mobile experiences and rich media ads.

Collaborated with development and UX team on creation of wireframes and execution of digital designs.

EDUCATION

Indiana University
Bloomington, IN

B.F.A. in Graphic Design

B.S. in Marketing
Kelley School of Business

WORKSHOPS

JavaScript Development
General Assembly

User Experience Design
The Starter League

HTML/CSS
The Starter League

SOFTWARE & WEB

Software
Figma
Sketch
InVision
Adobe Creative Cloud
Microsoft Office Suite

Development
HTML5/CSS3
JavaScript
WordPress

Email Marketing
HubSpot
MailChimp