

Megan Schroeder

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MeganSchroederDesign.com

DESIGN / BRAND / MARKETING

work history

ERNST & YOUNG / NATIONAL DESIGN RESOURCE MANAGER / MARCH 12 – PRESENT

- Serve as a print, multi-media and brand knowledge resource regarding project intake, assignment of work and resource management in the Creative Services Group (CSG).
- Expert knowledge of print and digital platforms from both a design perspective and in high-level project management of national and global initiatives; coordinate complex projects utilizing multi-functional teams across the country.
- Primary focus on leveraging resources, assessing capacity, increasing productivity and developing alignment with our internal customers. Proactively meet with new and existing customers to cultivate and strengthen relationships; consultant to numerous US and global customers on the CSG's support offerings.
- Mentor, consult and art direct designers and multimedia technologists across the country to uphold Ernst & Young's brand standards and high quality expectations. Review portfolios and conduct interviews for design, multi-media, executive assistants and content services teams.
- Team with internal reprographics and external vendors to assess print solutions for a variety of collateral, including large-scale signage, brochures, packaging, event graphics/displays and various types of binded presentations.
- Lead efforts to increase efficiency and accurately assign jobs to the appropriate resource. Drive collaboration between teams throughout the US and globe, set and promote understanding of team goals and build cross-functional and self-directed teams to support the work.
- Awarded Ernst & Young's "2013 Best Mentor" in Chicago in 2013.

ERNST & YOUNG / CREATIVE DESIGN CONSULTANT / JULY 06 – MARCH 12

- Consulted, directed and executed conceptual design solutions for customers globally, including numerous proposal wins of Fortune 500 corporations such as CDW, Visteon Corporation, Allscripts, Nalco Holding Company, Conesco and United Continental Holdings (United Airlines).
- Midwest area brand manager overseeing the implementation of Ernst & Young's visual identity/brand standards throughout 8 office locations, including 60+ staff.
- Mentored designers by critiquing projects, art directing and problem solving to develop conceptual skills and further their career development.
- Worked closely with management and Business Development to identify, develop and communicate strategies and processes to improve the work environment, increase efficiency and cultivate high-quality design solutions to produce best practices firm-wide.
- Global project event manager responsible for the creation and production of deliverables for large-scale events of up to 3,500 attendees.
- Awarded "Ovation" awards in 2008–2013 for recognition of my achievements that had a greater impact on the practice and that set an example for others.

COX COMMUNICATIONS / PRINT/MULTI-MEDIA DESIGNER / JANUARY 05 – JUNE 06

- Involved in all aspects of the design process, including: project management, concept development and research, production, quality control, printer relations, cost estimates, pre-press and press checks for print and television at Cox Business Services and Hospitality Network.
- Developed the look and feel of navigational menu screens for multiple hotels and casinos while adhering to their brand standards.
- Awarded the "Cox Business Service Outstanding Hotel Relations Award" in 2005 in recognition of exceptional contributions to customer relations.

SCHAWK INC. C/O HARRAH'S ENTERTAINMENT/ STUDIO SUPERVISOR / OCTOBER 01 – JANUARY 05

- Gave creative/technical direction and support to 12+ designers to ensure that the design vision and brand standards of Harrah's Entertainment were being upheld. Managed all aspects of production, reviewed work orders, assigned projects, submitted performance reviews and supervised the design process to make certain all jobs were completed correctly and in the estimated time allotted. This included 1,000+ design pieces for 30+ casinos per month, on average.
- Designed promotional graphics, posters, newspaper/magazine ads, billboards, brochures, direct mail pieces, logos, POPs, e-banners, e-letterhead and vehicle/bus wraps.
- Extensive knowledge in pre-press/pre-flighting. Assisted quality control and project managers in manipulating layouts and copy in order to express the appropriate tone and feel of Harrah's Entertainment.



freelance design

- Wynn Las Vegas, Cox Communications, Harrah's Entertainment, Federal Reserve Bank of Chicago, Bowspirit Group, Trent Dang LLC, The Rent Doctor, Crawl for Cancer, Enterprise Support Services

education

AMERICAN GRAPHICS INSTITUTE / CHICAGO IL

- May 2008: Adobe Flash Training: Level I & Level II

UNIVERSITY OF NEVADA / LAS VEGAS NV

- July 2005: HTML/XHTML – Beginning
- August 2005: Flash MX 2004 – Macromedia

PURDUE UNIVERSITY / WEST LAFAYETTE IN

- May 2001: B.A. Visual Communications and Design

program knowledge

- Photoshop CS6, Illustrator CS6, InDesign CS6, Adobe Bridge, Quark X-Press 6.0, Acrobat Reader & Distiller 10, Flash, Microsoft Office Word, PowerPoint, Excel, Fetch (proficient on Mac & PC platforms), knowledge of After Effects, Premiere, Audition, Captivate and HTML

about me

"Megan demonstrates outstanding written and verbal communications skills. She listens carefully, asks perceptive questions, and quickly comprehends new or highly complex matters. Megan communicates clearly and concisely and is aware of who needs to be informed and does so in a timely manner. Megan does not hesitate to make difficult decisions regarding her projects and has confidence in that decision making abilities and ensures the appropriate people are included in the decision-making process. Megan can clearly explain the reasoning and provide good support. Megan is looked to as a knowledgeable resource by many of her area colleagues across the Midwest."

Tamara Shultz / Midwest Region CSG Manager / Ernst & Young

"Over the past year (2010), Megan has quickly become the most sought-after designer from a Business Development perspective. Her design, project management, and communication skills are excellent. She has high standards for document design and excellent follow through. While she is certainly a high performer in her day-to-day tasks, it is for her leadership in helping the BD Ops group to implement the new branding that I am nominating her for High Impact Award. ...She has helped us to determine a conversion schedule, has escalated questions to national leadership when she doesn't have answers, provides guidance in grey areas of the brand, serves as a technical reviewer on branded materials, networks across the country as needed, and is the overall go-to person on branding issues. She has truly stepped up and taken the leadership role for this highly visible initiative."

Patricia Goldstein / Americas Advisory Communications & Marketing / Ernst & Young

"In addition to her management skills, Megan is a highly talented artist. She has a great eye for detail, color and placement with a clear understanding of advertising and marketing communications. Megan was instrumental in improving production processes with very creative and efficient ideas contributing to overall successes in workflow and communications. Her extensive artistic talents and abilities, combined with her business savvy, give Megan a definite edge over her competitors."

Cynthia Smart / Studio Director / Harrah's Entertainment Studio

"In my previous role as the Corporate Slot Services Manager at Harrah's Entertainment, I had the pleasure of working with Megan Schroeder on a freelance basis on two separate occasions. On each occasion, Megan provided her services with the utmost professionalism even under very tight deadlines and with numerous requests for revisions. My colleagues and I all concurred that Ms. Schroeder's work was one of the highest quality and created with a high level of creativity and vision."

Trent Dang / Owner / Trent Dang LLC