

## EXPERIENCE

### FIDELITY INVESTMENTS

Graphic Designer  
April 2024 - Present

*6 month contract (ends October 2024)*

Work full-time as a graphic designer on the Creative Solutions team within Corporate Affairs at Fidelity Investments. Our team focuses on executing high-profile design projects, including the Fidelity Scholars Program, Fidelity history timeline, and quarterly events and presentations for the executive team such as Abby Johnson, the CEO of Fidelity Investments.

Serve as the lead designer for several projects, including the annual College Savings Indicator Report which encompasses a variety of assets such as social graphics for Instagram and LinkedIn, press release visuals, and three distinct multipage infographics.

Practice accessibility design to ensure every project is universally available to all Fidelity associates.

### MEREDITH NELSON DESIGN

Founder  
May 2020 - Present

Formed a freelance graphic design business for clients that include small marketing agencies to large corporations. Clients include, but are not limited to NBCUniversal, Vallure Agency, Fairleigh Dickinson University, and Red Hill Mobility Group, delivering custom design solutions for external and internal facing brand and presentation assets.

Design portfolio showcases a diverse range of projects, spanning from comprehensive business proposals and extensive 50+ slide presentation decks to creating apparel designs, user-friendly websites, informative brochures, impactful brand identities, social media posts and animations.

### LINKSQUARES

Associate Graphic Designer  
November 2022 - February 2024

Worked closely with creative and marketing team members to cultivate innovative concepts for LinkSquares' social media platforms. This included developing educational carousel posts that spotlight individual ebooks from our resource page on the LinkSquares website and customer case studies.

Used Figma to design web pages for the LinkSquares website, which included developing new graphics and components for company awards, executive bios, and company values.

Lead designer for external facing annual assets, which included an annual forecast report, and marketing materials pertaining to the legal tech industry. The assets were distributed via paid advertising, the company website, and all social media platforms.

Assisted with a brand campaign that featured a thirty-second commercial aired during a Boston Celtics basketball game at TD Garden. Collaborated closely with the team's animator and was the lead designer for all static graphics for the commercial.

### RED VENTURES (BANKRATE)

Associate Graphic Designer  
March 2022 - October 2022

Crafted informative organic content for Bankrate's social media platforms. Responsibilities encompassed creating carousel ads, as well as static and animated advertisements.

Lead the design for the 2023 Bankrate Awards, which included assets for each award category, which entailed unique designs within an overarching award theme.

Collaborated closely with the paid advertising team to explore optimal solutions utilizing strategies such as A/B testing, dynamic animation, captivating imagery, and brand exploration.

### TRIPLEMINT

Associate Graphic Designer  
April 2021 - March 2022

Designed logos and brand collateral customized to meet the specific requirements of Triplemint real estate agents. This collateral encompassed listings books, dynamic social ads, and compelling print materials created for open houses.

Crafted engaging social media content for Triplemint's Instagram and LinkedIn platforms. Content varied from celebrating special holidays to highlighting distinctive property listings, ensuring a diverse and captivating presence across both channels.

## EDUCATION

### PARSONS SCHOOL OF DESIGN

The New School 2016 - 2020

BFA in Communication Design

Completed various courses such as brand identity, typography, screen printing, and information design.