



MEREDITH NELSON

GRAPHIC DESIGNER

merenelson.com
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EXPERIENCE

RED VENTURES

Associate Graphic Designer
March 2022 - Present

Collaborate with creative and marketing team members to deliver innovative ideas on paid and organic social platforms for Bankrate (a Red Ventures vertical)

Working on projects from concept to production while considering how designs can support Bankrate's brand and company objectives

Demonstrate skills in design strategy, layout, typography, illustration, and visual hierarchy while working in Figma and Adobe Creative Suite (Photoshop, Illustrator, etc.)

Maintain compliance with corporate design standards and guidelines

TRIPLEMINT

Junior Graphic Designer
April 2021 - March 2022

Collaborate with Art Director and team of designers to develop custom logos and brand collateral for Triplemint real estate agents and internal marketing initiatives

Utilize Adobe After Effects to integrate animation into marketing assets on social media and additional digital platforms

Assist top producing Triplemint agents with marketing plans, listing presentations, and social media strategy

MEREDITH NELSON DESIGN LLC

Graphic Designer
Founder
May 2020 - Present

Companies worked with: NBCUniversal, Vallure Agency, Judy Olsen Design, Holy City Group, Twenty Fifty Capital, American Student Transportation Partners, Inc.

Develop deliverables such as social media campaigns, brand books, pitch decks, and logo design

NBCUNIVERSAL

Graphic Design Intern
New York, NY
Sept 2019 - May 2020

Worked with the Multiplatform Measurement Strategy and Analytics team to create internal media graphics and information design

Developed original artwork and designs using Adobe Photoshop and Illustrator for internal projects such as designing for online portals and research council events

MULLENLOWE

Graphic Design Intern
New York, NY
Jun 2019 - Aug 2019

Worked with Senior Designer to fulfill client projects, consisting of advertisement design, brand guidelines and design consulting

Developed a 100-page brand book for William Hill consisting of a strategic brand refresh

Co-lead the design team on a 10-week project for Burger King, which entailed creating new campaigns revolving around brand identity and strategy

EDUCATION

PARSONS SCHOOL OF DESIGN

The New School
New York, NY

BFA Communication Design 2016 - 2020

Graduated with High Honors (3.71 GPA)