meena pyatt

832 612 0622 | meena.pyatt@gmail.com | meenapyatt.com | LinkedIn

experience

middle seat

Graphic Designer | May 2024 – Present

- Produce impactful ads, emails, and social graphics for 30+ clients such as John Fetterman, Alexandria Ocasio-Cortez, Deb Haaland, and Women's March
- Create merchandise such as shirts, stickers, and posters. Prepare assets for print
- Develop and present original brand identities to clients
- Edit videos and use animation to bring ads to life
- Respond to rapid creative requests, delivering time-sensitive client work
- Design custom client websites based on Middle Seat's Launchpad template
- Support creative campaigns to achieve goals across fundraising, acquisition, and mobilization
- Elevate proposals and slide decks for client presentations and business acquisition

hired

Content & Digital Design Specialist | June 2022 – April 2024

- Work closely with the Content Strategy Lead to concept and create marketing materials such as case studies and eBooks. Supported content processes to increase production 1.5X
- Collaborated with Creative Director to design visual assets for digital marketing
- Managed, led creative copy, and made posts for social media channels
  - Increased LinkedIn following by 6K
  - Exceeded goal by 1.5X for Hired's Summit event registrations from social
- Wrote and edited web, blog, and eBook copy with an SEO approach
- Redesigned website pages based on user research, presented designs to leadership for approval, then communicated with web developers for launch
- Led project management for website redesign and worked cross-functionally to improve site UX, conversion, SEO, and accessibility

deore design

Contract Graphic Designer | June 2022 – Present
Marketing Coordinator | June 2021 – June 2022

- Designed infographics, social posts, slide decks, case studies, eBooks, and other visual assets to support digital marketing for 10+ clients
- Created print items including business cards and booth materials
- Collaborated closely with clients to manage marketing projects
- Generated and tested Facebook, LinkedIn, and Google ads to optimize messaging and content strategy
- Edited videos and podcasts

skills

- Visual Design
- UX/UI Design
- Web Design
- Branding
- Typography
- Color Theory
- Video Editing
- Copywriting

tech

- Adobe Creative Suite
- Figma
- Intermediate HTML/CSS
- Basic JavaScript/React
- WordPress
- Squarespace
- Canva
- Microsoft Office
- Social Media

education

General Assembly | May 2023
- *Front-End Web Development Certificate*

General Assembly | Feb 2023
- *User Experience Design Certificate*

University of Texas at Austin | May 2021
- *BA International Relations*
- *Sociology Minor*
- *Social Inequality, Health & Policy Certificate*
- *Business & Public Policy Certificate*