

MEGHAN YIP

(she/they)

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Boston-based Graphic Designer specializing
in branding and digital design.

meghanyip.com

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EDUCATION

MassArt

Boston, MA | 2018 to 2022

BFA in Communication Design
with Academic Honors

SKILLS

Animation

Digital Illustration

HTML & CSS

Layout Design

Print Design & Techniques

Typography

SOFTWARE

Adobe Creative Suite

After Effects, Illustrator, InDesign,

Photoshop & Premiere Pro

Airtable

Asana

Figma

Google Workspace

Jira

Keynote

Microsoft Office

Procreate

Sketch

EXPERIENCE

Associate Designer, Creative Development

Wayfair

Boston, MA | March 2024 to present

- Develop scalable creative systems and net new territories to drive customer engagement, satisfaction, and loyalty
- Play a key role in logo creation across organization, ensuring cohesive branding, visual identity, and proper brand architecture
- Collaborate closely with teams, including Brand Management, Storefront, and Engineering, to align creative strategy with business objectives
- Review assets from internal teams and contract workers to ensure brand standards are met, providing constructive feedback

Graphic Designer

Pilot Agency

Boston, MA | June 2022 to August 2023

- Delivered branding solutions and licensing art for a diverse clientele in Real Estate, Entertainment, Retail, and Toys & Games
- Worked on high-profile projects for notable clients, such as Boston Youth Symphony Orchestras, Netflix, Sesame Street, Toho, VIZ Media, Jazwares, and JLL

Graphic Design Intern

PUMA Group

Somerville, MA | September to December 2021

- Designed and edited the PUMA Newsletter for the North American market
- Created engaging animations for social media and email
- Retouched photos for E-Commerce assets
- Acquired skills in multiple aspects of PUMA campaigns, including design moodboarding, photoshoot conceptualization, and influencer partnerships

Design Apprentice

Opus Design

Boston, MA | June to August 2021

- Assisted senior design team in fulfilling various client projects, including vector illustrations, Powerpoint templates, and interactive PDFs
- Gained valuable insights into the design process and project management, preparing for future roles in the industry