

meaganmack

An art director and multidisciplinary creative with 13 years of industry experience, passionate about creating brand experiences, engaging content, and design systems with strong visual storytelling, and who strives to create with broad appeal.

Education

Savannah College of
Art and Design (SCAD)
Atlanta, GA
BFA in Graphic Design
2012

Design Expertise

Creative Direction
Brand & Visual Identity Systems
Retail & Environmental Design
UX/UI Design
Website Design
Motion Graphics
Packaging Design
Digital Content
Editorial Design
Presentation Design
Print
Typography
Production

Awards

SCAD Portfolio Honors
Scholarship Recipient,
2007–2012

2012 Silver Scaddy Award
Recipient for Logo Design
& Package Design for
“Snoots Pooch Boutique”

Art & Design Experience

Mastermind Marketing
Art Director
2018 – 2025

Lead concepts and creative to build the overall vision for brand and marketing campaigns, visual identity systems, digital media, and B2B products/services; Collaborated with agency partners to successfully launch showcases and ad campaigns for various clients; UX/UI, web, video, and social media content; Managed and mentored junior designers and interns to provide standards for team building, workflow, production design, and client deliverables

The Coca-Cola Company
Graphic Designer & Production
2016 – 2018

Worked in the internal design agency, KO:OP to create graphics and production for OOH, POS, print ads, and retailers for various Coca-Cola brands and campaigns: Print, digital, packaging, photo retouching and manipulation for seasonal, sports, events, and brand customization

InReality
Graphic Designer
2013 – 2016

Led design efforts for agency visual ID, website, and marketing materials; Collaborated with industrial designers and digital team to create award winning print, environmental, and digital graphics for product showrooms, trade shows, and retail spaces; brand identity, product graphics, digital, motion, and UI design

MtripleM

Lawrenceville, GA
Freelance Artist & Designer
2010 – Present

Working with small business owners and brands to create strong visual identity systems: Brand ID, print, packaging, web design, animation, digital content, social media graphics, retail, and illustration

Snoots Pooch Boutique
Lawrenceville, GA
Owner & Designer
2022 – Present

Established brand name, concept, and visual identity inspired by my family dog; Designs breed focused fashion, accessories, and products; Works with manufacturers for sourcing and product customization; Creates social media graphics and campaigns; Customized and designed Shopify website. Designed and managed build-out of modular Pup-Up booth shop for seasonal events and trade shows