

# MEGAN PIRINO

## hello

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Megan is a Brooklyn-based designer, art director, and maker. She enjoys rock climbing, gardening, reviving old furniture, cooking pierogi, and mangoes.

## education

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### **B.S. ADVERTISING, University of Florida**

*Gainesville, FL / Dec. 2020*

- Concentration: Graphic Design
- Summa Cum Laude

### **Florence University of the Arts**

*Florence, Italy / Summer 2019*

- Cultural Advertising

## ad competitions

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### **ART DIRECTOR, Mobilize**

*Tampa, FL / Feb. 2020*

- Produced a campaign for local non-profit, Girls Rock Camp St. Pete, and pitched it to the client in 48 hours

## skills

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Ideation

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Content Creation

Figma, Procreate

## professional experience

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### **SENIOR DESIGNER, Social Chain / New York City, NY / Aug. 2023 - present**

- Created campaigns & social-first content for TikTok, Afterpay, GoGo squeeZ, Zalando, italki, Osmo, and Social Chain's channels

### **DESIGNER | ART DIRECTOR, Social Chain / Aug. 2021 - Aug. 2023**

- Art directed set design, led creative production, and managed talent of TikTok LIVE studio shoots for TikTok for Small Business
- Contributed to new business pitches and client wins through creative concepting, and deck design

### **ART DIRECTION INTERN, VaynerMedia / New York City, NY / Summer 2021**

- Birthed Gen Z centric social content and activations for American Eagle's TikTok, Twitter, and Instagram channels

### **LEAD ART DIRECTOR, The Agency / Gainesville, FL / Aug. 2019 - Dec. 2020**

- Conceptualized and executed a full visual rebrand of The Agency, a student-run, professional-led advertising firm
- Led a team of 15 creatives in the branding of a telecommunications service company targeting Gen Z

### **GRAPHIC DESIGNER, The Agency / Gainesville, FL / Aug. 2018 - Aug. 2019**

- Crafted ads that resulted in Orangetheory's local locations securing record numbers of leads and active members

### **MARKETING & GRAPHIC DESIGN INTERN, Scholastic Book Fairs,**

*Orlando, FL / Summer 2018; Summer 2019*

- Gained in-house experience designing print and digital marketing materials used by teachers nationally in book fairs
- Performed press checks, prepped print-ready files, made die cut deliverables, gave internal edits, and built video props

## awards

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- UF CJC Outstanding Advertising Scholar Award / 2020
- Gold Student Addy / 2020
- Silver Student Addy / 2019
- Columbia Scholastic Press Association Gold Crown / 2015 & 2017