

MMc

Meredith McGrade

I am truly passionate about creating visually compelling designs that help brands and businesses express their identities. With more than 4 years of experience designing memorable brand identities, advertising campaigns and other brand collateral I am confident that I will be a great addition to your team.

During my time as an Associate Art Director at DMH, every individual on our team worked with and for all of our clients. There were no special teams or silos. So, as a result, I worked on an extremely wide range of design and advertising projects. From print advertising, publication layout, and identity collateral design to motion graphics, 3D and web design, I've done it all, and I love a work environment that allows me to explore many different aspects of design. I worked closely with my colleagues at DMH to develop several brand identities and campaigns including an award-winning integrated brand content campaign for men's grooming franchise, Scissors and Scotch. I also employed my skills in 3D software to develop a visual identity for an early childhood education center called NextGen Prep. I am proud to share that this identity was also honored with an AIGA Award in 2021. I have an AAS in graphic design from Johnson County Community College and, for the last four years, I have been so grateful for the opportunity to mentor young designers in the same program as well as those participating in AIGA's mentorship program.

In my most recent role as an Art Director at Native Digital, I had the opportunity to hone my conceptual and campaign skills, and I am excited to bring these skills to a design and creative-focused team.

I'm looking forward to bringing my knowledge, skills, experience and point of view to help you continue to develop next-level work for your clients. I am eager to chat more about my experience, skills and what I can bring to your team. I look forward to hearing from you, and I'm so excited to get to know you and your team better.



MEREDITH MCGRADY

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Hello.

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About me

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Because sometimes we have to put the screens away and live life, here are some things about me outside of work and design.

I love my two Shiba Inus more than anything. I run, play music in two local bands (Emmaline Twist and Frogpond) and I feel so lucky to live in the same city with my whole family, especially my niece and nephew.

Back to Work

I am very well-versed in the Adobe Creative Suite, and I have had training and experience working in Cinema 4D with Redshift Render and Figma.

Skills

What I do

Brand Identity

Campaign Concepting

Editorial Design

Packaging Design

Print Production

Web Design

Illustration

3D Illustration and Motion

2D Motion Graphics

Tools

How I do it

Figma

XD

Photoshop

Illustrator

InDesign

After Effects

Cinema 4D

Adobe Dimension

Procreate

Keynote

PowerPoint

Google Web Designer

Awards

Recognition is nice

2021 AIGA A16
Scissors & Scotch
Integrated Brand
Content Campaign

2021 AIGA A16
Next Gen Prep
Integrated Brand System

2021: AIGA A16
DMH Holiday Coasters
Announcement/Card



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Experience

Native Digital

Art Director

July 2022-Present

Created and pitched omnichannel campaign concepts, designed websites and created digital marketing content.

Provided art direction for video productions.

DMH Advertising

Associate Art Director

2018-2022

Worked across many different platforms and media to create award-winning brand identities and creative campaigns.

Provided art direction for video productions.

Lead projects and mentored young designers.

Alma Mader Brewing

Creative Director

2022-Present

Responsible for packaging, branded merchandise, printed collateral and social media content.

Developed brand standards.

Freelance Design

2022-Present

Created brand identities for KC Laundry Company, Jaqui Craig Ayurvedic Wellness, and other small businesses.

Created merchandise and related collateral for several local musicians and bands.

Ace Hardware Marketing

Graphic Design Intern

2017-2018

Worked with Ace Hardware and brand partners to create in-store signage, print and digital ad campaigns and environmental graphics for trade shows.

AAS From Johnson County Community College

4+ Years Of Agency Experience

7+ Years Of Overall Design Experience

Skills On Skills (I Speak Fluent Adobe)

Love Working In The Third Dimension

Team Player (No Designer Is An Island)

Extremely Excited To Join Your Team

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Hot Takes

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Thanks!

Thank you for your time and consideration

Please visit meredithmcgrade.com to review selected projects