

Meredith Hattam

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ABOUT

Hello! I am a visual designer with a passion for strategy and storytelling, especially for causes I care about.

SKILLS

Adobe Photoshop,
InDesign, Illustrator,
AfterEffects,
HTML, CSS, Javascript,
Sketch, Invision

EDUCATION

San Diego State University
Bachelor of the Arts, 2010
Journalism & Media Studies
Minor Graphic Design

VOLUNTEER WORK

Pro bono design work with
local non-profits.
Volunteer design teacher
through New York Cares.

Experience

GRAPHIC DESIGNER AT LOEFFLER RANDALL

JUNE 2016 - PRESENT

Lead designer on Loeffler Randall's first in-house team, working closely with a senior art director to produce all design materials, from print to web. A typical day includes anything from working with agencies to cast models for our new campaign, to designing site and email assets, to user interface design, to art directing still life shoots.

SENIOR DIGITAL DESIGNER, LORD & TAYLOR AT SAKS FIFTH AVENUE

AUGUST 2014 - JUNE 2016

Lead digital designer at Lord & Taylor, under the creative direction of Saks 5th Avenue. Along with our senior art director, I spearheaded the visual overhaul of all interactive assets.

DIGITAL DESIGNER, LOFT

AUGUST 2013 - AUGUST 2014

Brought on for interactive rebrand of Ann Taylor LOFT and introduction of Lou&Grey. Promoted to oversee social media redesign and overhaul. Designed a wide range of assets including email marketing, Tumblr design and photo research, site design and more.

FREELANCE DESIGNER

JUNE 2011 - PRESENT

Freelance design clients include The Scene (formerly Conde Nast Entertainment), D'Amico Coffee Roasters, Paige Denim, Dr. Jart, and more.

Additionally

CREATIVE LEAD AT THE MODEL ALLIANCE

APRIL 2011 - PRESENT

Editorial and design lead for The Model Alliance, a not-for-profit organization dedicated to reforming the modeling industry. Since joining the organization, we have introduced state legislation that would give child models working protection, counseled dozens of young women on their legal rights as workers, and appeared in the New York Times, The Nation, CNN, and more.

FREELANCE JOURNALIST

JUNE 2009 - PRESENT

Switched careers from being a full-time writer to designer in 2013. Have written for Refinery29, The Atlantic, VICE, Fashionista, and NPR.