

meg bryden.

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EXPERIENCE

Turning Point Technology Services

September 2022 -
June 2024

Branding & Graphic Designer

Developed a full rebrand and customer-first user-focused creative assets whilst leveraging best practices in design thinking, ensuring alignment with brand identity and compliance with established brand standards

Designed and launched a company website, enhancing brand identity and improving brand recognition, utilizing strategic design and typographic skills to create a compelling user experience

Presented strategic design rationale in client presentations, articulating clear conceptual thinking and creative choices informed by the creative brief and design research

Collaborated with the Marketing Team to maintain a consistent brand identity across all channels, ensuring a unified visual design and communication strategy

Developed reusable design templates for email marketing campaigns and PowerPoint presentations, leveraging typographic skills and adhering to brand standards for replicable, high-quality visual communication

The Improv Centre

October 2023 -
January 2024

Communication Coordinator

Collaborated with the marketing team to develop strategic concepts and creative artwork for show advertisements, both digital and print, contributing to a significant increase in theatre ticket sales through consistent branding and visual storytelling

Designed and launched a dedicated webpage for the HEAT Comedy Festival, enhancing brand identity and driving increased festival ticket sales through user-focused web design

Created engaging, branded signage and marketing collateral, ensuring a consistent brand voice across all channels

Ensured accuracy and scalability of large-format signage for production, adhering to typographic and design principles for clarity and impact

Managed event listings and social media content, maintaining a consistent visual identity across digital channels to enhance brand visibility and audience engagement





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778.840.3466

EDUCATION

Emily Carr University of Art + Design

Communication Design Certificate

British Columbia Institute of Technology

Communication Design Certificate

University of Victoria

Bachelor of Music

SKILLS

Technical

Visual Identity + Branding
Typography + Composition
Creative Concepts
Project Management
Logo + Packaging Design
UX/UI Design

Soft

Time Management
Detail Oriented

SOFTWARE

InDesign
Illustrator
Photoshop
Figma
Microsoft Office / Google Suite
Asana
Hootsuite
WordPress (Divi, Elementor)

Other Interests

Oil Painting, Singing Opera, Ocean Kayaking
+ Hiking
