



MEGHAN LARIMER

EXPERIENCE

Papercut Creative, New York, NY

Creative Director & Founder, January 2021-Present

Creative consulting for new and established companies. Created strategic branding and content solutions with an artistic flair, focusing on specific client needs.

KIND Snacks, New York, NY

Senior Designer, February 2018-June 2021

Worked across multiple teams to lead visual creative for kindsnacks.com and digital marketing initiatives from strategy to final execution. Art directed photoshoots and led post-production of art to create unique and engaging digital images and animations for multi-million dollar brand campaigns, increasing social reach and traffic to site. Redesigned key site pages, increasing conversion rate. Managed freelance partners and design interns on creation of digital assets.

Ralph Lauren, New York, NY

Digital Designer, December 2015-February 2018

Developed digital campaigns on e-commerce site to drive sales and expand brand's presence. Partnered with external and internal agencies to create elevated layouts based on art direction and marketing needs. Worked with creative director to determine assets for upcoming seasons, create modernized templates, and concept and execute seasonal experiences. Provided design direction for intern and freelance designers.

Victoria's Secret Pink, New York, NY

Freelance Digital Designer, June 2015-November 2015

Translated seasonal brand campaigns into the design of digital marketing materials including editorial emails, web landing pages, and media content. Collaborated on the curation and creation of assets for social media content. Assisted on in house photo shoots.

Ann Taylor, New York, NY

Freelance Digital Designer, May 2015-June 2015

Created digital marketing materials for the Ann Taylor brand including design for emails, editorials, site banners, and social media. Retouched photos and curated social media galleries.

Carbone Smolan Agency, New York, NY

Design Intern, October 2014-April 2015

Energy BBDO, Chicago, IL

Design Intern, Summer 2013

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EDUCATION

Kendall College of Art and Design,
Grand Rapids, MI
BFA in Graphic Design, 2014

ACTIVITIES

AIGA Member

2013-Present

New York Collage Ensemble

Founding member of a group of collaborative artists hosting events, fundraisers, and meet ups with the NY collage community.

SKILLS & SOFTWARE

Adobe Creative Suite:
Photoshop, Illustrator,
InDesign, AfterEffects

Photography & retouching

Motion graphics

Basic HTML/CSS

Hand lettering