

Meghan Newell

CALCIUM75.COM

My passion is inhaling new technology and trends, adding business objectives, and exhaling beautiful, meticulously considered visuals; and nurturing the next wave of design talent.

watershed

Jan 2022 / Mar 2024

HEAD OF BRAND DESIGN / CREATIVE LEAD

I managed a team of contract Designers, Illustrators, Animators, and Developers to create all communications from Watershed: website, campaigns, digital ads, email designs, ebooks, swag, decks, environmental graphics, animation, illustration and photography libraries, press kit and brand guidelines. I designed our logo and created the identity system for both the overall company, and for individual initiatives like our Watershed Summit conference and new divisions such as Watershed CEDA and Finance. I led the the creation of our custom CMS (Project Lego). I created the tagline and visual concept for our national out of home campaign.

nearby

Mar 2021 / Dec 2021

DESIGN DIRECTOR

Working at the intersection of product and brand, I created Nearby's visual presence in two markets, lead the product design process, built a team and managed freelance talent.

mozilla

Sep 2020 / Mar 2021

STAFF DESIGNER

Following a reorg, my responsibilities were expanded to include Mozilla and Firefox in addition to Pocket. Launched Pocket's Best of year end campaign, stats project, editorial initiatives, and contributed to Unfck the Internet campaign and ongoing Firefox and Mozilla communications.

pocket

Mar 2019 / Sep 2020

BRAND DESIGN LEAD

Rebranded the Pocket Hits and Pocket Premium, created brand guidelines, established illustration library, launched Pocket Hits Germany, created landing pages & provided assets and input to the core product.

google

Oct 2018 / Mar 2019

IMMERSIVE DESIGNER

Contract designer on Google Lens, focusing on brand, visual & motion design of Google's visual search product, as well as augmented reality interface design and prototyping

prezenz

May 2018 / Oct 2018

FOUNDER AND CREATIVE DIRECTOR

While a resident in Mozilla's XR Studio, I designed, developed and pitched an Augmented Reality gift giving app. Concept, branding & beta were completed in 2018: www.prezenz.co

lyft

2013 / May 2018

ART DIRECTOR AND ILLUSTRATOR, PRODUCT

At the end of 2018, I transferred to Product Design and was a founding member of our new Core Design team, creating 2D and 3D illustrations and art directing the illustration style for our product design system

SENIOR ART DIRECTOR, CREATIVE

As Lyft continued to scale, my focus shifted increasingly to our Social and Paid Acquisition channels: growing a team, working with outside agencies & individual talent; as well as leading award winning brand projects with deliverables across multiple mediums (print, interactive, motion)

SENIOR DESIGNER, BRAND

I created many facets of Lyft's brand voice as the company experienced exponential growth from 70 to 1500 employees. My responsibilities included: managing, recruiting & hiring a team of designers; art directing outside agencies; creating explainer videos & ads; designing brand guidelines, icon libraries, templates, printed promotional materials, & iterations of Lyft.com; spearheading the creation of a system for quick turnaround marketing landing pages; creating the look for large promotions including in-app assets; researching, articulating, & presenting new directions and campaigns.

academy of art

2012 / 2013

INSTRUCTOR, ADVANCED MOTION DESIGN

Provided instruction to MFA students on storyboarding, design, and animation utilizing After Effects, Cinema 4D, Photoshop and Illustrator. Developed curriculum introducing pitch boards, presentation templates and design thinking, along with software instruction

current tv

2008 / 2009

GRAPHIC DESIGNER

Art Director, Designer, Animator for television show packages and promos including Super News, Current Green, and Effing Awesome Video Game Show

motion freelance

2005 / 2013

ART DIRECTOR, DESIGNER, 2D/3D ANIMATOR

Concept and visual design for commercials, ads, network redesigns, & tv shows

CLIENTS: Apple, Nike, Gap, Pandora, Sprint, ABC, CMT, MTV, VH1, NBC, FOX, Lifetime, History Channel,

SITV, AMC, HP, Verizon, Butterfinger, Sunsilk, Electronic Arts, Visa, Burger King, Verizon, Honda, Clairor

STUDIOS: Buck, The Mill, Mekanism, Imaginary Forces, Digital Kitchen, Stardust, Yu + Co, Brand New School,

Roger, Goodby Silverstein, Grand Jetee, Leroy & Clarkson, Logan, Framework, Colour Movie

interactive freelance

2003 / 2013

ART DIRECTOR, DESIGNER, DEVELOPER

Visual and interaction design for rich web experiences

CLIENTS: Target, Fox Home Entertainment, Lion's Gate Films, New Line Cinema, NBC Universal, FX Network,

Red Bull, Jaguar Motors, Honda, Jimmy Johns, Jameson, iRobot, HP, Orbit, Dentyne, Microsoft, Lynda.com,

Hitachi, Sea Island, Yoox, Pepsi, Michelle Mason, Saturn Sky, K2 Snowboards

STUDIOS: EVB/Evolution Bureau, Exopolis, Essential, The Designory, RPA, Genex, Global Beach, Big

Interactive, Social Control, Heavenspot

AWARDS + EXHIBITION

Webby, Best Community Website: Pocket Best of 2020

Pictoplasma Group Exhibition, Berlin

How 100 Top Graphic Designers and Creatives Working Today, #26

How Magazine In House Design Merit Award: Lyft Economic Impact Report

Artcrank SF 2010, 2011, 2012 group poster design shows

One Show Merit Social Media: Jameson 1780

How Magazine Interactive Annual Merit Award: Current Green

Cut n Paste San Francisco Motion Design Finalist

How Magazine Design Annual Merit Website: Saturn Sky

Taschen Publication Featured Website: Saturn Sky

Ad Age 10 Best Film Websites of the Year: Jaguar X-ing Over

One Show Interactive Merit Integrated Branding Campaign: Viewmaster

Alert group exhibition White Gallery, Los Angeles

Timeforms group Exhibition CIRCA, San Diego

EDUCATION

MFA Design|Media Arts

UCLA - LOS ANGELES, CA

BA Theatre + Communications, Arts, and Graphics

USC - LOS ANGELES, CA

Graphic Design, Intro to Graphic Design, Motion Design

ART CENTER - LOS ANGELES, CA

Illustration, Ideation Sketching

CALIFORNIA COLLEGE OF THE ARTS - SAN FRANCISCO, CA