

Meghan Newell

ART DIRECTION
DESIGN
ILLUSTRATION
ANIMATION

CALCIUM75.COM

ABOUT

Currently, a participant in Mozilla's XR Studio program mastering Augmented Reality as a medium. As a senior creative at Lyft, I enjoyed building the quirky brand for over four years as the company scaled from a small start-up to a nationally known company. Previously, I spent more than a decade as a successful freelancer for ad agencies, design studios and direct-to-client doing art direction, design, illustration and animation. Freelance highlights include design work on the groundbreaking Apple iPod silhouette spots, designing titles and show packages for VH1, MTV & CMT, board design for many national commercials, and design and dev work on high profile websites for blockbuster movies and fancy automobiles.

My passion is for inhaling new technology and trends, and translating business objectives into beautiful, meticulously considered visuals, as well as nurturing the next wave of design talent.

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, Intro to Motion Design
ART CENTER - LOS ANGELES, CA

Illustration, Ideation Sketching
CALIFORNIA COLLEGE OF THE ARTS - SAN FRANCISCO, CA

AWARDS

How 100 Top Graphic Designers and Creatives Working Today, #26
How Magazine In House Design Merit Award: Lyft Economic Impact Report
Arctank SF 2010, 2011, 2012 group poster design shows
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

SKILLS

EXPERT: Photoshop, Illustrator, After Effects, C4d, Storyboarding, Presentation
STRONG: Swift, Sketch, InDesign, CSS, HTML5, Javascript, Management principles
WORKING: SASS, Python, Zeppelin, Final Cut, Premier, Screenprinting, Letterpress

lyft

2017 / May 2018

ILLUSTRATOR AND ART DIRECTOR, PRODUCT

Looking to deepen my understanding of the business, 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

lyft

2016 / Jun 2017

SENIOR ART DIRECTOR, CREATIVE

As Lyft scales, my focus shifted increasingly to our Social and Paid Acquisition channels, growing a team, working with outside agencies and individual talent, and leading award winning large projects with deliverables across multiple mediums (print, interactive, motion)

lyft

2013 / 2016

SENIOR DESIGNER, BRAND

I created many facets of Lyft's brand voice as the company experienced exponential growth from 70 to 1500 employees

- Managing a team of designers
- Art directing outside agencies
- Storyboarding, designing and animating explainer, promotional & training videos, and display ads
- Designing brand guidelines and email templates
- Creating icon libraries
- Designing iterations of lyft.com
- Spearheading the creation of a system for quick turnaround marketing landing pages
- Designing/building many dynamic landing pages
- Creating the look for large promotions, including in-app assets
- Designing take-aways and printed promotional material
- Researching and presenting new directions

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, as well technical instruction in requisite software.

motion freelance

2005 / 2013

ART DIRECTOR, DESIGNER, 2D/3D ANIMATOR

Specializing in conceptual visual design for commercials, 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

Specializing in 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, Saturn Sky, K2 Snowboards, Jimmy Johns, Jameson, iRobot, HP, Orbit, Dentyne, Microsoft, Lynda.com, Hitachi, Sea Island, Yoox, Pepsi, Michelle Mason
STUDIOS: EVB/Evolution Bureau, Exopolis, Essential, The Designory, RPA, Genex, Zentropy Partners, Global Beach, Big Interactive, Social Control, Heavenspot

current tv

2008 / 2009

GRAPHIC DESIGNER

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

zentropy partners

2002 / 2003

DESIGN TECHNOLOGIST

Interactive design and development on the creative team of an advertising agency that handled the business of GM, Reebok, Nautica and others.