

MEGAN SCANLIN

Creative Direction

215 584 7445

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EMPLOYMENT

Digitas Health • Philadelphia, PA

Art Supervisor

July 2021–Present

Worked side by side with clients and their PRC team to create a process for a modular content system for the HCP business, as well as creative concepting for the DTP business, and establishing updated branding for the DTP Unbranded work and directing a team on how to pull it through consistently. Responsible for the management and mentorship of a team of associate to senior level art directors.

Past Positions:

Senior Art Director

Lead and art directed the refreshed HCP campaign creative for a leading HIV treatment. Responsible all new branding, as well as creating a design system for the updated website. Worked closely with UX, copy, and strategy teams to develop interactive and branding efforts for clients.

Cognizant Interactive • Malvern, PA

(Formerly Cadient Group)

Associate Art Director

April 2018–June 2021

Lead and art directed the creative for a launch product, as well as creative for digital client work such as websites, iVAs, and banner ads. Responsible for the management and mentorship of a team of junior and senior designers. Worked closely with UX, copy, and strategy teams to develop interactive and branding efforts for clients.

Razorfish Health • Philadelphia, PA

(Formerly Discovery USA, merged with Razorfish Health January 2018)

Art Director

January 2012–April 2018

Managed several smaller accounts, establishing corporate identities and leading re-branding efforts across the accounts. Worked closely with copywriters to develop creative concepts for clients. Oversaw the work of freelance designers and art directors.

Past Positions:

Designer

Worked closely with both creative and studio team to develop creative solutions for print and digital tactics for our clients.

EDUCATION

Tyler School of Art • Temple University

BFA • Graphic & Interactive Design

2011

SKILLS

Art Direction, Management, Creative Concepting, Critical Thinking, Typography, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe XD & Microsoft Office