

MEGHAN LEGG

UI Designer

meganlegg.com

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Meghan is a designer, producer, print nerd, and cat-lover. Her 8 years of technical experience in brand, UX, packaging, and publishing make her an invaluable asset on any creative team. She is well-versed in design systems and art production. Meghan delivers strong creative concepts executed to pixel-perfection. She is experienced in developing brand guidelines, navigating stakeholder review cycles, integrating data with visual design, and partnering with developers and vendors to produce high-quality products.

EXPERIENCE

UI Designer, Design Systems

Zenni Optical (December 2022 - Present)

- » Ideate on and create design components for A/B and user testing to continually improve conversion rate on the website and app. Deliver high-quality visual assets across platforms. Assist with art direction for static assets, photoshoots, and video production.
- » Build and maintain a design inventory of Figma components, libraries, patterns, and style guides to support new product launches that scale our design system. Develop and outline documentation for states, behaviors, and expected user interaction.
- » Actively collaborate with Brand, Product, Marketing, and Site Merchandising team to evolve look and feel of design language and help establish visual consistency. Quality check product designs before handoff to developers to ensure scalability, accessibility, and accuracy of design.

Production Designer

Zenni Optical (March 2022 - December 2022)

- » Finalized and iterated on designs to create static and animated assets for integrated marketing campaigns in Figma, Illustrator, Photoshop, In-Design, and After Effects.
- » Partnered with Project Managers and Design Operations team to remove design blockers for Creative team and deliver projects on schedule. Collaborated with cross-functional teams to execute quick-turn projects that are elevated and on-brand.
- » Developed and outlined best practices for art production in Site, Social, B2B, and OOH channels. Ensured all deliverables were elevated and on-brand according to established brand style guides. Built new design guidelines, libraries, tools, and templates.



EDUCATION

Bachelor of Science, Graphic Communication

Winter 2015

California Polytechnic State University, San Luis Obispo

Study Abroad, Medientechnik

Spring 2014

Hochschule München

CERTIFICATES

Cosmetic Labeling

December 8, 2021

Issued by EAS Consulting Group

COMMUNITY ENGAGEMENT

GrC Speaker Series

February 11, 2021

Hosted by Graphic Communication Department, Cal Poly SLO

AWARDS

Valedictorian

Girl Scout Gold Award

continued 

Packaging Production Designer

hims & hers (April 2021 - March 2022)

- » Meticulously built artwork in Illustrator, InDesign, and Photoshop —ensuring accuracy, quality, and brand consistency for all deliverables. Coordinated with cross-functional team to ensure technical and schedule requirements were met.
- » Ran preflight on all artwork for prepress, checking dieline structure, inks, finishes, and output on substrate. Reviewed color proofs and provided direction on photo retouching product images. Managed print vendors and attended press checks to ensure concepts were produced to highest standards.
- » Executed design production solutions to improve efficiency via design templates, asset libraries, and streamlined folder structure. Partnered with the larger Creative team in production activities, including packaging mockups for product photoshoots, Out-of-home advertising (OOH), and marketing collateral.

Production Designer

Chronicle Books (June 2017 - April 2021)

- » Color managed photos and illustrations with Photoshop and Illustrator. Finalized design layouts with InDesign. Reviewed color proofs before press and edited as necessary for highest output. Reviewed and edited HTML/CSS for e-books production. Archived and organized digital assets.
- » Collaborated with vendors to manufacture premium books, journals, card decks, and board games. Project managed design production for calendar program. Trained and mentored new Production Designers to effectively contribute in their publishing groups.

Sales Representative

Hemlock Printers (January 2016 - June 2017)

- » Competitively prospected new clients through cold calling, network reach, and conference attendance. Presented quotes, submitted orders, and filed job dockets. Coordinated with in-house production team to deliver high-quality service in offset, digital, and large format printing — from prepress to fulfillment.

Layout Designer

Mustang News (January 2015 - December 2015)

- » Composed Arts and Sports sections for semiweekly issues with InDesign. Illustrated infographics for print and web with Photoshop and Illustrator. Gained a working knowledge of translating digital design to print.

TOOLS

Figma
Illustrator
Photoshop
InDesign
After Effects
Celtra
Asana
Monday
Jira

LIKES

Drawing & painting
Comic books
Gardening
Color theory
Live music
Chess
Burritos
Makeup
Sewing
Star Trek
Cats

PRAISE

"I know Meghan Legg as an absolute dynamo who actively redefines the role of Production Designer every single day. Equally comfortable with creativity, design, process, and the technical details of a litany of media formats, she navigates all with a truly blithe spirit."

— Casey Castille,
Creative Director