



MEGHAN LEWIS

VISUAL + UX/UI DESIGNER

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www.melewdesign.com

ABOUT ME

Visual + UX/UI Designer with a passion for branding, UX/UI, print, and digital design, always chasing smart ideas and clean execution. Known for thoughtful visual storytelling, a sharp eye for detail, and a love of bringing creative concepts to life through collaboration.

RECENT EXPERIENCE

Visual + Interactive Designer Apr 2019–Jul 2025

Vernier Science Education — Beaverton, OR

Contributed to the evolution of a nationally and globally recognized STEM education brand by creating user-centered digital, print, and interactive design solutions for educators, students, and internal teams.

- Designed and developed interactive web pages, social graphics, and print materials with a user-centered, accessible approach.
- Produced high-volume assets for digital campaigns, product launches, and internal communications.
- Created custom artwork for t-shirts, signage, and event collateral supporting the company's presence at national education conferences.
- Played a key role in implementing a company-wide brand refresh, including the design and build of a dedicated online brand hub.
- Collaborated cross-functionally with marketing, sales, web development, and leadership teams to ensure brand consistency across digital and print platforms.
- Created wireframes and prototypes to streamline web workflows and improve UX across core product pages and landing experiences.

Visual Designer May 1999–Present

Melewdesign.com — Portland, OR

Provide end-to-end design solutions for a wide range of clients, delivering branding, web, and marketing projects that balance creativity, functionality, and business objectives.

- Partner with clients and developers to design, wireframe, and build interactive websites and digital experiences tailored to user needs and business goals.
- Conceptualized and delivered 30+ branding and marketing packages, including logos, style guides, and print collateral, resulting in a 20% increase in repeat client business because of design consistency.
- Manage multiple projects simultaneously, ensuring timely delivery without compromising creative quality or technical accuracy.

HIGHLIGHTS

10+ Years of Agency Experience
7+ Years of In-House Experience
2 Years UX/UI Experience
Brand + Identity Specialist
Specializes in Human Centric Design
Data Driven + Personable!

EDUCATION

University of San Diego - Extension

Professional Certificate in UX/UI Design
2020 - 2025

Portland Community College

Associate of Applied Science (AAS),
Web Design and Development
2013 - 2016

Bradley University

Bachelor of Science (BS), Fine Arts –
Graphic Design
1995 - 1999

EXTRAS

Mentored new employees at Vernier, helping them onboard smoothly. Guided a design team member on foundational design principles.

Supported emerging creatives at PDX Women in Tech through mentorship and hands-on guidance, helping them build confidence and grow their design skills.

Self-taught in SEO with a focus on the Squarespace platform; created and presented best practices to support colleagues and clients.

Web Designer Aug 2015–Present

Publications Professionals LLC — Fairfax, VA

Serve as the sole designer and web consultant for a growing editorial services company, building and maintaining a professional online presence that drives client engagement.

- Designed and maintained a responsive WordPress website for an editing and proofreading business, improving mobile usability and visual appeal to better serve prospective clients.
- Applied modern web standards and UX best practices to refine page layouts and increase engagement, contributing to overall business growth.
- Collaborated with the client on ongoing iterations to improve content hierarchy, mobile optimization, and brand consistency across digital touchpoints.

ADDITIONAL EXPERIENCE

Volunteer Lead Designer 2016–2019

PDX Women in Tech — Portland, OR

- Developed the organization’s brand identity, design guidelines, and visual standards to support community growth and recognition.
- Led and mentored a team of graphic designers in producing event-focused assets, including social graphics, printed signage, and branded giveaways like canvas bags.
- Ensured visual consistency, inclusiveness, and accessibility across print and digital materials, aligning designs with the mission and values of the nonprofit.

UX + Web Designer 2016–2018

Vue Space 3D — Lake Oswego, OR

- Designed and built expansive WordPress web pages for a regional 3D photography business, using insights from ongoing user research and customer feedback.
- Translated storyboards, wireframes, and creative direction into responsive, user-friendly web experiences.
- Collaborated closely with the Creative Director and Owner to refine design solutions and ensure alignment with brand and user goals.

AREAS OF EXPERTISE

Visual Design: Branding & Visual Identity: logos, style guides, brand systems, branding, identity systems, scalable design systems, asset libraries, brand guidelines, design documentation, global brand scalability, Print & Marketing Design: marketing collateral, marketing campaigns, publications, campaign assets, Adobe Creative Suite: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere

Web & Digital Design: Digital Media: social graphics, email marketing, event collateral, Web Design & Development: WordPress, HTML/CSS, responsive design, e-commerce-ready websites, motion assets, digital templates, accessibility, Interactive & Digital Media: Landing Pages, Microsites, Digital Campaigns, Interaction Design, Interactive Design, Content Strategy & Information Architecture

UX/UI Design: Wireframing & Prototyping: Figma, Adobe XD, Sketch, UX Research & Testing: user journeys, personas, feedback loops, Accessibility & Inclusive Design: WCAG standards + compliance, usability best practices, Workflow Optimization: Wrike, Trello, Asana, Jira

Collaboration & Tools: Adobe Creative Suite, Figma, AI-powered design tools, brand hub management, cross-functional teamwork and collaboration, developer collaboration

PORTFOLIO

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