

MEG TURNBULL

Visual & UI/UX Designer

EXPERIENCE

Freelance Visual & UI/UX Designer 2022-Today

CGC Racing

- Developed impactful brand design package including company logo from the conceptualization stage to the final product, improving brand visibility and consistency.

Inevitable Foundation

- Reconceptualized previous social media logo and refined it through research and design to better fit brand direction and guidelines, increasing brand identification.

Jay's Smokehouse

- Created dynamic brand design package and website wireframes including user flow charts and market research reports to increase brand exposure and recognition, while maintaining efficient user experience.

Visual Design Intern 2022-2022

Lorama Group Inc.

- Spearheaded project to redesign company business cards; including generating and adding QR codes, to improve ease of communication to both internal and external clients.
- Designed and produced visually compelling visuals for both print and digital media, enhancing overall brand image.
- Created and maintained customizable document templates and presentations for both internal and external use to improve company communication and maintain professionalism.

UX Designer & Social Media Manager 2019-2020

Mad Hatter Tea Company

- Facilitated user feedback sessions to gather insights and refine product offerings, improving overall customer satisfaction and retaining brand loyalty.
- Designed visual content for social media platforms and print media including Instagram posts, community posters and internal signage, growing positive brand awareness.
- Created and designed product packaging for the food and beverage industry, improving brand consistency and improving product sale numbers.

SKILLS

Proficiencies

Visual Design	UX Research
Copywriting	User Flows
Copy Editing	Prototyping
Accessibility	Wire framing
Data Visualization	Web Design
UI Design	HTML
Problem Solving	CSS

Software

Adobe Suite	Figma
Microsoft Office	Visual Studio
Framer	GitHub

EDUCATION

Bachelors of Interaction Design

Sheridan College Institute of
Technology and Advanced Learning
2019-2023 Oakville, ON

Undergraduate Certificate of Creativity & Problem Solving

ICSC Buffalo
2019-2023 Oakville, ON

Makeup for Media & Creative Arts

Sheridan College Institute of
Technology and Advanced Learning
2017-2019 Oakville, ON

Advertising & Marketing Communications

St. Clair College of Applied Arts and
Technology
2015-2017 Windsor, ON

CONTACT

megcturnbull@gmail.com
[linkedin.com/in/megturnbull](https://www.linkedin.com/in/megturnbull)
519-221-3870

PORTFOLIO

megturnbull.com