














# MORGAN McCONNELL

## GRAPHIC DESIGNER

### CONTACT

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-  Austin, Texas

### SKILLS

- Photoshop 
- Illustrator 
- InDesign 
- After Effects 
- Figma 
- Sketch 
- HTML 
- Microsoft 365 

### EDUCATION

- Texas State University  
Bachelor of Fine Arts in  
Communication Design  
August 2008
- Austin Community College  
Associate of Applied Science  
in Visual Communication  
May 2005

### PROFILE

Graphic Designer with over 15 years experience in web design and print design, identity and branding. I successfully build campaigns that increase brand awareness, promote customer engagement and ultimately drive results. I work with passion and measure my success by my contribution.

### EXPERIENCE

#### The MM Group | Creative Consultant | August 2024 – Present

- Artfully build creative solutions that capture the brand vision
- Craft responsive website designs that ensure optimal user experiences
- Execute digital marketing campaigns that strengthen the brand presence
- Develop effective presentations that engage audiences in new ways
- Build infographics that transform complex data into visual simplicity
- Create print collateral that's modern, fresh and in demand

#### Tricentis | Graphic Designer | April 2022 – August 2024

- Significantly enhanced the website during a comprehensive refresh
- Created social media ads that produced high activity and engagement
- Designed digital ads that generated high conversion rates and results
- Constructed the first email template for the Tricentis executive team
- Modernized the Tricentis iconography that further enhanced the brand
- Developed engaging tradeshow graphics that increased attendance

#### Number 2114 | Brand Designer | April 2018 – April 2022

- Crafted predesign/premade brand templates for niche markets
- Created original logos and identity packages for small businesses
- Designed custom business cards and stationery systems
- Built identity guidelines to keep brands consistent across all platforms
- Created social media buttons that beautifully aligned with the brands
- Offered incentives that increased revenue and customer satisfaction

#### Dell | Digital Marketing Designer | Nov 2015 – March 2018

- Conceptualized and designed apparel for the marketing department
- Created giveaways and promotional collateral for global accounts
- Designed multiple page documents and custom brochures
- Designed web banner campaigns for internal and external sites
- Created Mailchimp newsletters that reached over 2000 employees
- Developed environmental graphics for internal awareness campaigns