














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 ten 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

Tricentis | Graphic Designer | April 2022 – August 2023

- 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 | Graphic Designer | April 2016 – 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

Dell | Contract Designer | Nov 2015 – March 2016

- 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

SolarWinds | Graphic Designer | July 2011 – July 2014

- Designed and implemented HTML-based email campaigns
- Created static and animated banners for various websites
- Developed logos and branding for microsites and events
- Created brochures and handouts for product launches
- Conceptualized and created several t-shirt designs
- Designed posters and promotional collateral
- Designed infographics for software products
- Worked on the anniversary website for SolarWinds