



MORGAN McCONNELL

GRAPHIC DESIGNER

CONTACT



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morganmcconnell.com



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

The MM Group | Creative Consultant | August 2024 – Present

- Artfully builds creative solutions that capture the brand vision
- Crafts responsive website designs that ensure optimal user experiences
- Executes digital marketing campaigns that strengthen the brand presence
- Develops effective presentations that engage audiences in new ways
- Builds infographics that transform complex data into visual simplicity
- Creates 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