

Megan Sela



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Work Experience

SAMSUNG

Graphic & Web Designer

2023 - Present

- ✦ Designed campus visuals, trade show materials, brochures, swag, and digital assets
- ✦ Built websites, videos, and social media campaigns to boost engagement
- ✦ Developed brand strategies and visuals that increased recognition to meet hiring goals

CESIUMASTRO

Brand Designer

2025 Contract

- ✦ Created a comprehensive brand identity system, including business cards, letterhead, sales sheets, social media assets, and supporting collateral.
- ✦ Partnered across all teams to maintain brand consistency in all communications
- ✦ Translated complex aerospace concepts into clear visual stories for proposals totaling more than \$450 million in contract value

ACTIVE

Graphic Designer (Contract)

2024 Contract

- ✦ Built visual identities for multiple partner brands while keeping every piece consistent from packaging to marketing
- ✦ Created sales presentations that supported new business development
- ✦ Created social media campaigns across LinkedIn, X, and other platforms

FALCON ELECTRONICS

Senior Designer (Contract)

2011 - 2023

- ✦ Designed packaging, catalogs, websites, presentations, and direct mail assets
- ✦ Managed three e-commerce websites generating \$4M+ in annual sales
- ✦ Created email campaigns, banner ads, and SEO-focused marketing assets

Experienced Graphic Designer

creating cohesive visuals that strengthen brands, engage audiences, and deliver measurable results.

Professional Skills

Brand Strategy

Creative Direction

Marketing Campaign Development

Presentation & Pitch Design

Cross-Functional Collaboration

Packaging & Retail Displays

Video Creation

Digital & Web Design

Prepress & Print Production

Packaging

Software

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Acrobat Pro, Sketch, Generative AI (Midjourney), PowerPoint, Keynote, Figma, Webflow, WordPress, HTML/CSS, Shopify, SharePoint, ShortPoint, Prepress, Klaviyo

The tools keep changing.
Good designers keep adapting.

Education

2004 - Present

Instituto Nacional de Bellas Artes, Bachelor of Fine Arts

Always learning.