

Megan Shaw (she/her)

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Education

Virginia Commonwealth University, Richmond, VA

- **Bachelor of Fine Arts, Graphic Design** Anticipated May 2026
- *Minor in Computer Science*
- Cumulative GPA 3.61/4.0 | Dean's List Fall 2022-Present

Skills & Technical Proficiencies

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, etc.)
- Figma
- Prototyping
- Typography
- Layout Design
- Color Theory
- Branding & Identity Design
- Illustration
- HTML, CSS & JavaScript (Intermediate)
- Java Programming (Intermediate)
- User Research
- Design Thinking
- Client Communication
- Project Management
- Active Listening
- Independent Work
- Collaboration
- Social Media Strategies (Instagram, TikTok, etc.)
- Google Workspaces (Docs, Slides, Sheets, etc.)

Design Experience

Logo and Menu Designer

Sippin' Pop, Fredericksburg, VA

May 2023 - Present

- **Led the complete visual overhaul** by designing and producing original logo, enhancing brand recognition across physical and digital media.
- **Streamlined customer ordering process** by designing and producing five menu-boards, prioritizing visual hierarchy for in-store purchases.
- **Manage ongoing design updates** by formatting designs to ensure brand consistency as the business shifts in production.

Additional Experience

Customer Sales Associate

Made in VA Store, Fredericksburg, VA

August 2021 - November 2024

- **Contributed** in the successful **transition of ownership** and physical remodeling of the business space.
- **Worked in front-of-house operations**, delivering high-quality customer service and facilitating sale transactions.
- **Executed online order fulfillment**, including curation, packaging, and shipping, ensuring brand integrity and timely delivery.