

MEGAN JETT

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I'm an impact-driven designer with a passion for combining rigor and creativity to develop successful strategy. As a big picture systems thinker, I have a knack for uncovering latent needs and communicating compelling solutions. My strong belief in the potency of design and design thinking as transformative tools fuels my commitment to resolving substantial challenges and driving positive change in the pursuit of a better world.

HIGHLIGHTED STRENGTHS



Technical Skills



Languages

English ● ● ● ● ● ● ● Native

Spanish ● ● ● ● ● ● ● Advanced

EDUCATION

NORTH CAROLINA STATE UNIVERSITY

Bachelor of Arts—Graphic Design

Bachelor of Arts—Spanish Language and Literature

PERSONAL

Life Abroad

SPAIN 4 months COSTA RICA 3 months
CHILE 5+ years UNITED KINGDOM 3 months

Motivators

1. IMPACT
2. PROBLEM SOLVING
3. LEARNING
4. TEAMWORK
5. CREATIVITY
6. PURPOSE

EXPERIENCE

WOLFSPEED

Creative Director (Sep 2021–Aug 2023)

- Led creative and brand strategy initiatives, aligning visuals with company goals.
- Developed comprehensive campaigns for internal and external communications.
- Successfully partnered with third-party agencies to enhance brand presence.
- Designed experiential graphics for various campus locations, elevating brand identity.
- Implemented a digital asset management system for efficient asset organization.
- Facilitated cross-functional collaboration, fostering a cohesive design process.
- Built and managed an internal creative team, fostering a collaborative environment.

USERVOICE

Brand Experience Designer (Jun–Sep 2021)

- Designed compelling marketing materials for a successful product launch.
- Provided strategic insights for brand architecture of new product.

CREE | WOLFSPEED

Senior Graphic Designer (Jan–Jun 2021)

- Played a key role in the design of a new corporate logo for rebranding.
- Supported a full company rebrand in collaboration with Accenture.
- Created executive-level presentations, ensuring visual excellence.

Graphic Designer (Aug 2019–Jan 2021)

- Developed and evolved dual brand assets, maintaining consistency.
- Collaborated cross-functionally to deliver design solutions.
- Designed executive presentations for internal and external communications.
- Designed visual system and collateral for company events.
- Led environmental graphic design and implementation for HQ lobby.

REPUBLIC WIRELESS

Graphic Designer (Jul 2018–Jun 2019)

- Designed packaging for Relay accessories, enhancing product presentation.
- Created retail displays for Omega Sports, driving brand visibility.
- Contributed to quarterly marketing campaigns, elevating brand awareness.
- Collaborated with UX designer to enhance product display on the website.
- Analyzed successful ads to inform future strategies for Facebook and Instagram.

MEGANJETT.COM

Freelance Designer (Jul 2012–Jul 2018)

Delivered creative solutions for various projects, including infographics, printed toolkits, annual reports, illustrations, icons, UX/UI, and exhibition designs.

