

# Megan Farrell

## Experience

### Spectrum Science

**Senior Interaction Designer**—2020-2023 | New York, NY

Develop creative campaigns and strategy based on client needs; Collaborated with product managers, engineers, and cross-functional stakeholders to ensure adherence to client's marketing strategies and objectives within specified deadlines

Master of fundamental visual and interactive design principals. Strong typography, layout, and visual design skills. Drove consensus at various stages of the design process with wireframes, site maps, storyboards, mockups, and/or high fidelity prototypes

Generated strategic approaches to solve design problems; able to analyze and synthesize complex design challenges in order to support an informed, thoughtful, creative process

Confidently presented to stakeholders, users and development teams in formal and informal settings. Articulate and demonstrate how design solutions address user needs, business goals, and technical constraints; Integrated user feedback into final product experience updates

An agent of collaboration, able to build relationships across disciplines. Manages day-to-day client relationship and project deliverables

Oversees interaction designers, associate designers and freelancers; mentors and helps to facilitate growth of direct reports

### Pancreatic Cancer Action Network (PanCAN)

**Designer**—2017-2020 | Los Angeles, CA

Managed team of 5 in-house designers and freelancers along with a roster of vendors for the leading pancreatic cancer non-profit, reaching over 750k constituents each year

Developed creative direction for 2 tent-pole campaigns, 58 nationwide 5K fundraising events and 3 annual conferences yearly from conception to launch

Executed UX and visual communications spanning research, clinical initiatives, clinical trial design, patient services, advocacy and community engagement

Grew creative team into organizational hub, delivering powerful campaigns with storytelling as the centerpiece; Advocated for the value of design to address complex initiatives across the organization

### Freelance

**Designer & Illustrator**—2015-present | Los Angeles, CA

Crafted visual storytelling for non-profit and social justice initiatives including limited-run books, production design, and print & digital advertising; select clients include the United Way, Apple, 826LA, Earth Justice, Essence Magazine

Synthesized abstract goals and complex data into clear visualizations and infographics to give a relatable visual platform to clients' unique stories

## Get in touch

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## Education

### Rhode Island School of Design

**Bachelor of Fine Arts**

Providence, RI  
Graduated with honors

## Workshops & Talks

### MD & M Annual Conference

**Workshop: Design & ePatients**

Collaborated with Stuart Karten Design and patient advocates to produce a design workshop teaching patient-centered design methodologies

Facilitated workshop for 30 medical device professionals

### Stanford Medicine X/ IDEO

**ePatient Design Challenge**

Chosen as one of 8 facilitators and leads for design challenge hosted by IDEO and Stanford Medicine X

Lead cross-disciplinary group of patients, designers, and HCPs to design a digital health journal

## Skills

### Art & Design

Wireframes, site maps, user flows

Web design best practices across platforms

### Digital

Photoshop	Figma
Illustrator	MS Office
InDesign	Powerpoint
Xd	Sketchup
After Effects	CSS and HTML