

**MEGHAN DEWAR**

designer / art director / coffee drinker / letterpress printer / chapbook maker / true crime craver / all-star mom / former napper / podcast enthusiast / looking for like-minded folks who like making exciting and revolutionary objects

**RESUME**

**2013 - present**

**chemex coffeemakers** chicopee, ma  
creative art director / graphic designer / project manager

- Rebranded CHEMEX coffeemakers, including: logo, brand colors, packaging design and collateral materials.
- Formulated brand support materials such as business cards, product catalogs, sales sheets and wholesale and distributor sales materials, product photo library, videos, e-commerce website.
- Managed and art-directed collaborative projects with TOMS / STARBUCKS / TREEHOUSE / PEETS / COST PLUS WORLD MARKET / BLUE BOTTLE / CRATE AND BARREL in addition to smaller coffee roasters.
- Spearheaded the CHEMEX custom program: developed and manage a program that allows customers to customize their CHEMEX coffeemakers on a large corporate scale and a small retail one off-scale.
- Manage and orchestrate trade show events; most recently as the Host sponsors for the SCA Coffee EXPO in 2019 BOSTON.
- Provide trade show design support to CHEMEX distributors across the globe.
- Develop graphic design for all of CHEMEX and CHEMEX Merchandise.
- Manage and art-direct creative for photography, videography, printing and press checks, trade show booth design; while maintaining strong working relationships with vendors and colleagues.
- Art-direct new product development with our in-house team and engineers to design and produce new products (Chettle, Funnex, Chemex Travel Bag) and marketing collateral to launch and sell them.
- Produce unique coffee bars and brewing materials from concept and design to managing final build.
- Website design and management; work with a team of developers to update and keep the website running smoothly on all platforms.
- Conceptualize marketing strategies both print and digital, including social media.

**2009 - 2019**

**sketchiedesign** everywhere  
creative art director / graphic designer / project manager

50+ clients, including **CHEMEX coffeemakers, juniper institute, UMASS summer programs, food bank of western mass, berklee online school of music, signature sounds, mongrel music, public emily, if wishes were horses, and many, many, many, more small businesses & bands** (feel free to ask i have a great Mavis Staples story)

**strengths / specialties:**

- trade shows / brainstorm with team members to develop trade show ideas, design, manage vendors to deliver pieces, set-up and work shows, breakdown and get everything home safe;
- printables / packaging, posters, websites, brochures, books, trucks, billboards, signage...anything that can be printed on, i have designed for it;
- branding / logos, color palettes, cool vibes, new look and feel, brainstorm taglines and help drive client vision;
- website design / work with clients and web programmers to develop websites;
- \$\$ savvy / always looking to stay within budget and find cost-effective ways of making a project successful;
- vendor relations / sourcing and managing printers, photographers, videographers, website programmers.

**2011 - 2013**

**lshd** chicopee, ma  
senior art director

clients included **mayhew tools, nufern, atalasoftware, intraprise solutions, ebttec, midstate berkshire, marox**

- designed and managed packaging, apparel, posters, postcards, brochures, ads, p.o.p, direct mail, videos & company branding for clients;
- website design from developing site maps to design to managing programming stages;
- work closely with account managers & creative team to develop unique projects.

**2006 - 2009** **winstanley partners** lenox, ma  
senior art director

clients included **spalding, colt insurance, smith & wesson, the clark, dfg, lauren publishing, hardigg, suddekor,**  
misc

- designed and managed the 2009 SPALDING brand guide
- designed the "life is a circus" campaign for COLT INSURANCE
- worked with the creative team to develop brochures, ads, & sales materials for SMITH & WESSON
- worked with onsite web programmers to produce websites and animations
- lead creative in the SUDDEKOR account
- designed and many WINSTANLEY promotional materials

**2003 - 2005** **draft worldwide** chicago, il  
senior art director

clients include **kellogg's, cvs, john deere,** misc

- executed sales materials and p.o.s. for KELLOGG's fast paced a.s.m. division;
- worked closely with copywriters and account managers on a daily basis;
- managed two associate art director and freelancers in the KELLOGG's squad;
- created in-store signage and brochures for LUMENE, a new cosmetic line from sweden sold exclusively by CVS;
- created some new fun in-store p.o.p. for JOHN DEERE tractors.

**2002 - 2003** **ryan partnership** chicago, il  
senior art director

clients include **heineken usa, unilever, stork usa,** misc

- created sales kits and strategy to win the business of STORK USA;
- assisted UNILEVER in launching a new on-the-go clean wipe;
- created sales kits, p.o.p materials, brochures, displays, coupons, sales binders, apparel for all clients.

**1999 - 2002** **ryan partnership** westport, ct  
art director / senior art director

clients include **heineken usa, cadbury, perrier,** misc

- designed p.o.p., new business pitches and apparel
- team brainstorming, conceptualization, juggling multiple jobs and responsibilities for numerous clients in high paced environment;
- managed illustrators, photoshoots, and vendors.
- formed solid relationships with clients

**AWARDS** western mass addy awards, 2007 - 2009  
gold x 3 / silver x 5 / bronze x 2

hatch award, 2008  
honorable mention

beverage dynamics 17th annual advertising & promotion, 2001  
1st place

**EDUCATION** paier college of art - diploma graphic design 1998

**SOFTWARE** back of my hand / photoshop, illustrator, indesign, imovie, acrobat  
front of my hand / after effects

**SEE MY WORK** [sketchiedesign.net](http://sketchiedesign.net)

**FIND ME** 24 Flintlock Ln  
Amherst MA 01002