



*Branding expert.
By-the-grid designer.
Type nerd.
Pantone kind of girl.*

ACCOLADES

2023 MyFonts International Design Day
2023 SCAD Artists' Book Competition
2015 Adobe Design Awards Mentor
2009 WPP Atticus Award

PUBLICATIONS

2024 Smarter Social Media workbook
2014 Graphis
2010, 2014 Smashing Magazine
2009 Communication Arts

CONFERENCES

2023 AIGA Design Conference
2023 Int'l Visual Literacy Conference
2019 UXPA Conference
2017 AIGA Design Conference

ADJUNCT TEACHING

Bentley University
Emmanuel College
Endicott College
Lasell University
Lesley University
Mount Ida College
Salem State University

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Southborough, MA 01772

📞 617.869.1718

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🌐 definitelypink.com

📺 in/definitelypink

MEGAN HANDLEY

EXPERIENCE

Definitely Pink
2005-present

Owner / Creative Lead

Offers clear, strategic direction to clients while employing aesthetic details to arrive at the best visual solutions; clients include American Cancer Society, Tea Forté, Andover Academy, Dana-Farber, PricewaterhouseCoopers, i.a.

Newbury College
2008-2014

Assistant Professor, Graphic Design

Classroom teaching as a primary focus (four, three-credit classes/semester in the 100- to 400-level), emphasizing scholarship, student mentoring/advising, + active participation in academic life

Kantar
2008-2011

Senior Designer

Provided art direction + design to a management consulting firm servicing over 300 clients in more than 15 countries

EDUCATION

Savannah College of
Art + Design
2020-2024

MFA, Graphic Design + Visual Experience (magna cum laude)

Courses taken in data visualization, design management, design research, design thinking, UI/UX design

Savannah College of
Art + Design
2021

Certificate, SCADamp

Eighteen, one-hour professional communication workshops on how to effectively articulate compelling content

Parsons School
of Design
2016

Fellowship, Design Incubation

Research conducted under the guidance of two senior faculty members

Northeastern
University
1999-2004

BA, Journalism + English Literature (magna cum laude)

Courses taken in: advertising, business, communications, journalism, literature, theology, writing

GRAPHIC DESIGN

AI-Generation, DSLR Photography, Illustration, PMS, Vector; Adobe Creative Cloud 2024: Acrobat, After Effects, CC Express, Dreamweaver, Illustrator, InDesign, Lightroom, Photoshop, XD

INTERACTIVE / UI/UX / WEB

Card Sorting, Journey Maps, Mind Maps, Prototyping, User Personas, Wireframing; CSS, HTML; Balsamiq, Figma, InVision, Miro, Squarespace, UXPin, Webflow, Wix, Weebly, WordPress, Zeplin

SOFT SKILLS

Communication, Editing, Flexibility, Mentoring, Multitasking, Organization, Problem Solving, Teamwork, Writing

OTHER

Dropbox, Microsoft Office, Slack, Zoom