

# Megan Lagerberg

UX DESIGN  GRAPHIC DESIGN

## CONTACT

Located in Oxnard, CA

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## SUMMARY

Talented UX Designer & Graphic Designer with 10 years experience working with clients to create exceptional brands and products.

## SKILLS/TOOLS

- Information Architecture
- Sketching
- Wireframing
- Prototyping
- Usability Testing
- E-commerce & Browsing
- Persuasive & Anticipatory Design
- Gamification
- Behavior Change
- Dashboards
- Data Design
- Product Life Cycle
- Social Media
- Figma
- Google Workspace
- Adobe Creative Cloud

## EDUCATION

### UI/UX CAREER TRACK CERTIFICATE

Springboard, 2023 - 2024

Completed 700+ hours of work in UI/UX Design, including 4 in-depth portfolio projects.

### BFA GRAPHIC DESIGN

Brigham Young University, 2005 - 2010

Mastered graphic design skills including typography, layout, branding, color theory, & web design by completing a portfolio of editorial, packaging, branding, advertising, & website design projects.

## UX/UI EXPERIENCE

### SOMMCHAT - AI Powered Mobile App

UX/UI Designer, 2024

<https://www.meganlagerbergdesign.com/sommchat-app>

- Collaborated with the client & a team of UX Designers to design, build, & test a **high fidelity prototype** of an **AI** wine recommendation app.
- Conducted **Competitive Analysis** of existing wine product apps & used it to guide the UI Design process.
- Created a **mood board** based on the client's description of the product's personality & used it to guide **UI Design** decisions.
- Utilized Graphic Design skills to create the app's **color palette, logo, & UI** elements including **icons** and **buttons**.
- Helped create a working high fidelity prototype & conducted **moderated usability testing** with users of varying degrees of wine knowledge.

## GRAPHIC DESIGN EXPERIENCE

### OUR STRANGE SKIES - PODCAST COVER ART

Graphic Designer, 2022

- Collaborated with host Rob Kristoffersen to design and illustrate cover art in the style of past issues of the magazine Flying Saucer Review for his podcast [Our Strange Skies](#).
- **Sketched** an original illustration using photo references of Rob & his favorite alien & spaceship & vectorized it using **Adobe Illustrator**.
- Styled the OSS lettering to match the Flying Saucer Review logo.

### ASTONISHING LEGENDS - DB COOPER INFOGRAPHIC

Graphic Designer, 2021

- Collaborated with Scott Philbrook, co-host of the podcast [Astonishing Legends](#), to organize and design an **infographic** about the many people suspected to have been notorious airplane hijacker DB Cooper.
- **Wrote copy** for the infographic using research provided by the podcast.
- Researched and sourced images from the web to use in the infographic.

### MORMON WOMEN FOR ETHICAL GOVERNMENT

Creative Director, June 2018 - Dec 2020

- Collaborated with founding members to create the organization's **branding**.
- Designed **brand collateral** to promote the organization & communicate its mission of empowering women to peacefully advocate for political change.
- Developed & maintained **brand guidelines**.
- Created **social media content** to promote the organization.
- Managed the organization's Instagram account & increased followers & engagement using **search engine optimization**.

### JENNIFER BATE - CD PACKAGING

Graphic Designer, 2018

- Collaborated with Jennifer to create CD packaging for her debut album
- Incorporated provided photography & chose coordinating fonts and colors

### BYU - STUDENT AUXILIARY SERVICES CREATIVE MARKETING

Graphic Designer, 2007 - 2009

- Collaborated with on-campus business owners to create **advertising materials** including flyers, posters, & web banners.
- Coordinated with the on-campus print shop on production
- **Managed** multiple projects at a time