MEAGHAN HORAK

413-544-1625 ✳ meaghan.horak@gmail.com ✳ Github: mkh7878

EXPERIENCE

Head of Visuals and Technology

Off Hand Co, 9/2022-5/2024

- Proficiently oversaw the production of short films, including scheduling, budgeting, pre-production, and organizational aspects using google sheets, docs and calendar.
- Managed Technical and Creative teams, fostering collaboration, inclusivity and innovation.
- Designed and sold branded merchandise aligning with the company's brand identity, increasing revenue and strengthened brand recognition.
- Designed print media including posters, packaging, labels, brochures, magazines and books.
- Deployed and maintained advanced camera and lighting equipment.
- Stayed up to date with technological advancements in the film industry, consistently integrating cutting-edge tools and techniques to enhance production quality.
- Managed production budgets optimizing resource allocation through detailed financial tracking and analysis.
- Sourced and analyzed customer data to identify trends and preferences, enabling the development of targeted marketing strategies.
- Consistently maintained social media including promoting and hosting live virtual events.
- Demonstrated perseverance and ability to guide teams through challenges in high pressure situations to successful outcomes.
- Edited films in Premiere Pro, composed scores in Logic Pro.

Digital Experience Specialist

Richline Digital (Gemvara), 9/2017-9/2022

- Fostered cross-functional communication between creative and engineering teams to enhance project cohesion.
- Implemented Bootstrap templates using HTML and CSS to streamline website updates, reducing time spent on maintenance by 40%.
- Led the CRM transition from Salesforce to Zendesk, achieving a 95% positive customer rating and actively training new employees.
- Applied SCRUM and Agile methodologies to drive iterative and collaborative software development processes.
- Incorporated customer narratives into brand messaging and web experiences to strengthen user engagement and satisfaction.
- Rebuilt homepage and key landing pages, focusing on accessibility, responsiveness, and SEO optimization.

Freelance UI/UX Design Work

- Provided freelance design and implementation across industries including ecommerce fashion and engineering.
- Ability to write code enabled intuitive assessment of functional design feasibility.
- Utilizing generative deep learning models for creative coding applications to accelerate the analysis, design, coding, and debugging phases of the program development life cycle.
- Practiced user-centered design principles.
- Deployed UI tools such as navigation menus, search boxes, tabs, and widgets across digital assets.
- Designed website and product wireframes, visuals, storyboards, site maps, and prototypes.
- Created and adhered to typography and graphic design style standards.

TOOLS

Languages: C++, CSS, HTML, JavaScript, TypeScript, Python, SQL
Frameworks/Libraries: React, Angular, Bootstrap, TensorFlow, Keras, PyTorch
Design Tools: Adobe XD, Figma, Sketch, Photoshop, Illustrator, InDesign, Miro, Premiere Pro

CRM Tools: Salesforce, Zendesk
Machine Learning Algorithms: Supervised Learning, Unsupervised Learning, Reinforcement Learning
Web and Email Marketing: SEO Optimization, Email Marketing, Web Design, Wix, Google Suite.

SOFT SKILLS

Adaptability, Attention to Detail, Collaboration, Communication, Creative Thinking

EDUCATION

Masters of Science (MsC) Creative Computing 2023
UAL Creative Computing Institute *(First Class Honors, GPA 4.0)*

Bachelors of Arts (BA) Fashion & Graphic Design
Mass College of Art & Design

Certifications
Harvard Extension: *Intensive Introduction to Computer Science*
GIA: *Jewelry Essentials*
Mayor's Office Boston, MA: *Fine Artist Certification*

PROJECTS

Synesthetic Composition
Masters dissertation creating a python software application that analyzes live music and generates corresponding visuals.
Tools: Kivy, FluidSynth, Matplotlib, Mido, Numpy, Tensorflow,

EndGame
Prototype of a surrealist video game built in Unreal Engine using alternative control systems integrated with the game's world. This encompassed world-building, graphic and audio design, 3D modeling, 3D printing, voice acting, and engineering.
Tools: 3-D printing, AI Diffusion Models, Blender, Blueprints, Unreal Engine,

Pop-Up Smash Pro
Cross-team collaborative effort to develop an interactive large-scale video game for public use. Responsibilities included overseeing design, implementation, physical construction of the game, usertesting, and time management. This project was showcased at Portals of Perception showcase 2023 in London.
Tools: Processing, C++, Robotics, User Interaction, User Testing