

# MEAGHAN HORAK

[meaghanhorak.com](http://meaghanhorak.com)

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## EXPERIENCE

### Digital Experience Specialist

Richline Digital, 9/2017-10/2022

- 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.

### Head of Visuals and Technology

Off Hand Co, 10/2022-5/2024

- 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.

### Freelance Design/Development Work

- Provided freelance design and implementation across industries including ecommerce and engineering.
- 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.
- Tested, deployed and debugged custom software applications
- 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.

## TOOLS

**Languages:** C++, CSS, HTML, JavaScript, Python, SQL, TypeScript

**Frameworks/Libraries:** Angular, Bootstrap, Keras, Matplotlib, PyTorch, React, TensorFlow

**Design Tools:** Adobe XD, Figma, Illustrator, InDesign, Photoshop, Premiere Pro, Sketch

**Machine Learning Algorithms:** Reinforcement Learning, Supervised Learning, Unsupervised Learning, VAE

**Prototyping and Wireframing:** Adobe XD, Figma, Miro, Sketch

**Version Control and Deployment:** Git, Heroku

**Web and Email Marketing:** Email Marketing, Google Suite, SEO Optimization, Web Design, Wix

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## SOFT SKILLS

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

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## 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*