



**ALEX
MEGIT**

ART DIRECTOR
GRAPHIC DESIGNER
BIOLOGIST

Contact

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Links

Behance: Portfolio
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The Short Story

About Me

- Marine Biologist turned Art Director/Graphic Designer with a thirst for creative discovery.
- Sophisticated perspective on culture and creativity while working from Amsterdam to Australia.
- A strategic and curious mind focused on asking the right questions to finding the best answer.
- Fresh and hungry creative who is well-suited for communications. So much to say; where to begin?

Degrees

Graphic Design and Interactive Media 2022

Toronto Film School

- After graduating, I was selected to work with TFS to create promotional designs.

Bachelor of Science, Marine Biology 2019

Dalhousie University

- Completed extensive coursework in Human Psychology.

Certifications

Graphic Design and 2021

Visual Communication

Ontario College of Art and Design (OCAD)

Dive Master 2019

PADI Certification Level

Notable

North End Design Contest

North End Business Association

In April 2023, I won a design contest for the creation of a logo for the hottest local area in Halifax, Nova Scotia - the 'North End'.

The logo has been a welcomed addition to the area because of its graphic representation of the neighbourhood's texture and is currently used on materials like tote-bags, pins, and stickers.

I see this work as a vocalization of love for one's neighborhood; It's wonderful to see the community volley back with their interactions.



The Long Story

Work Experience

UX & Graphic Designer

Jan 2023 - PRESENT

Nuclear Media, Toronto, ON

- Created UX and branding design for clients for media, technology, and advertising agencies.
- Presented creative (e.g., designs, art direction, and brand strategy) directly to clients and fielding questions regarding rationales and feedback.
- Took five projects from bold, high level concept to launch by developing written briefs and presentation decks to guide the production team through the creative strategy and ensure completion on-time, on-budget, and on-brief.
- Adapted to changing responsibilities through management re-structuring and ensured the trust and loyalty of the client.
- Lead multiple user testing sessions to refine UX and branding choices (e.g., company naming, user flow, etc.) with 10 participants.

Graphic Designer & Art Director

Mar 2021 - PRESENT

Freelance, Remote

- Used modern graphic design standards to create functional designs (e.g., logos and brand identities, pitch documents for television, posters, websites, brochures, etc.) using industry standard software (Adobe Suite, Figma, Milanote, etc.).
- Completed four brand identity projects in 2023 for growth, re-brand, and startup business stages; all clients received an increase in sales by approximately 25-50%.
- Developed and executed innovative creative strategies based on market research and competitive analysis to blend design with strategic objectives while communicating the client's goals.
- Created robust client relationships by managing expectations via clear and concise scientific communication and the use of formal, in-person and remote meetings and clear schedules (e.g., work-backs, Gantt Charts, etc.)
- Specialized in Branding, Motion Graphics, and Interactive Design.

Graphic Designer/Project Manager

July 2020 - Aug 2021

Cre8withJaz, Sydney, Australia

- Completed proof documents for clients to optimize their needs with our capabilities (e.g., menus, logo design, t-shirts (vinyl pressing and direct to garment printing) and guided designs.
- Executed complex on-site installations (e.g., window and car graphics).

Dive Master

Oct 2019 - Mar 2020

Dive Center Manly, Sydney, Australia

- Guided dives and snorkel tours in the marine protected area of Shelly Beach, Sydney.
- Managed guest's expectations by politely fielding questions about the ecology of each dive site.

Research Diver

June - Aug 2018

Marine Action Research, Mozambique, Africa

- Collected physical and photographic research data on Manta ray and Nudibranch species via quadrant and transect methods on reef systems in the Indian Ocean.

* References available upon request.