

MEREDITH DENNY

SENIOR VISUAL & DIGITAL DESIGNER

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PROFESSIONAL SUMMARY & SKILLS

Senior Visual Designer with 7+ years of experience creating user-centered digital and web experiences for global brands. Expert in visual design, responsive web design, and design systems, with a strong foundation in typography, layout, and accessibility. Proven ability to translate complex business goals into intuitive interfaces that drive engagement, conversions, and brand consistency. Proficient in Figma, Adobe Creative Suite, Lottie and prototyping tools, with extensive experience collaborating across cross-functional teams in agile environments.

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| ✓ Visual Design & Digital Branding | ✓ Typography & Layout | ✓ Cross-Functional Collaboration |
| ✓ Responsive Web Design | ✓ Accessibility & Inclusive Design | ✓ Agile & Iterative Design |
| ✓ Design Systems | ✓ Prototyping & Wireframing | ✓ Motion, Storyboarding, & Video |

PROFESSIONAL EXPERIENCE

ROI-DNA | April 2021 - Present (2025)

Promoted twice in under two years from Visual Designer to Senior Visual Designer II in recognition of leadership, impact, and ability to deliver results for enterprise clients.

→ Senior Visual Designer II | August 2023 - Present (2025)

- Led a full website redesign for CaptivateIQ, driving a **19.4% increase in homepage views, a 31.4% boost in conversions, and product tour conversations rising from 5 to 169.**
- Directed a website redesign and rebrand for Mindtickle, **resulting in a 7.5% lift in direct and organic traffic QoQ, alongside a 31.4% increase in overall conversions.**
- Partnered with UX, development, strategy, and client services teams to deliver large-scale web, campaign, and video projects for enterprise clients including Cisco, AWS, ReliaQuest, and Mindtickle.
- Drove new business opportunities through sales presentations, design scoping, and oversight of contractors and freelancers to ensure quality and consistency.
- Presented strategic design solutions directly to executives, influencing key decisions and strengthening long-term partnerships.

→ Senior Visual Designer | February 2022 - August 2023

- Led end-to-end web and campaign design for enterprise clients, delivering visually compelling experiences that improved engagement and campaign performance.
- Aligned creative decisions with digital strategy and client KPIs, ensuring design solutions supported measurable outcomes.
- Elevated interactivity and usability through motion design, animation, and advanced Figma prototyping.
- Partnered with cross-functional teams and presented UX wireframes to stakeholders, driving alignment and accelerating project delivery.

PROFESSIONAL EXPERIENCE CONTINUED

→ Visual Designer | April 2021 - February 2022

- Supported website redesigns and digital campaigns, ensuring client goals and KPIs were consistently met.
- Championed the transition to Figma and collaboration tools, streamlining workflows and reducing turnaround times.
- Developed moodboards and visual explorations that shaped rebrands and established creative direction for web projects.
- Improved the design-to-development handoff process, reducing errors and accelerating timelines through structured workflows.
- Presented design concepts and strategies to clients, building stakeholder trust and alignment on creative decisions.

Alfresco Software | February 2018 - April 2021

→ Visual Designer | February 2018 - April 2021

- Spearheaded a brand refresh that strengthened identity, boosted awareness, and **improved employee engagement from 30% to 89% in 18 months.**
- Developed and standardized core design systems for marketing, including brand guidelines, collateral, digital assets, and scalable template libraries to ensure consistency across channels.
- Designed and executed innovative digital and web campaigns that increased engagement, improved user experience, and reinforced brand awareness.
- Collaborated with cross-functional stakeholders to deliver responsive web design, event branding, and keynote presentations under tight deadlines with pixel-perfect execution.

EDUCATION

Bachelor of Fine Arts in Graphic Design | Savannah College of Art & Design | 2013 - 2017

- Academic Honors 2013 - 2017
- Achievement Honors 2013 - 2017
- Maida Scholarship Award 2015
- Dean's List 2014 - 2016

CERTIFICATIONS

Advanced Leadership Program | Enero Group | 2024

Gestalt Psychology & Web Design | Interaction Design Foundation | 2021

User Experience | Interaction Design Foundation | 2021

