

Megan Grunow

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PROFESSIONAL SUMMARY

A highly driven, creative, and innovative Designer with 20+ years of dedicated experience partnering with clients through project phases to develop forward-thinking brand strategies, marketing campaigns, and graphic design. Wicked strong passion for maintaining brand integrity throughout all 2 and 3-dimensional design and spatial relationships, successfully achieving client's creative vision and brand goals. Extensive experience in developing and refining brand identities, including logo design, posters, business cards, décor, band merchandise, typography selection, and color palette creation as applied to memorable ad campaigns.

CORE COMPETENCIES

- Creative Design
- Brand Development
- Visual Communication
- Client Consultation
- Project Management
- Strategic Marketing Campaigns
- Print Advertising
- Social Media Oversight
- Market & Trend Research

WORK EXPERIENCE

Posterchild (www.theposterchild.com)

2017 – Present

Owner / Creative Director

- Couture brand development, marketing, event planning, and graphic design company serving diversely different individuals, such as local musicians, food trucks, festival launches, and other creative design requests
- Successfully established the company, cultivating customer relationships, and built book of business with 50 ongoing clients to provide brand identity, logos, architectural design, and event marketing across the United States
- Skilled in creating cohesive brand guidelines and style guides to maintain consistency across all brand touchpoints
- Maintain knowledge about current design trends and best practices in branding, advertising, and visual communication
- Oversee the design layout and visual impact of marketing materials across platforms and print, emphasizing creative content that adheres to client's brand standards and company guidelines
- Produce fresh, innovative work that translates ideas into compelling materials and digital experiences for audiences
- Conduct creative consultations with clients through the phases of conceptual thinking, storyboarding, direction and implementation

Murphy Taterskins Electric Bicycles: Who's your co-pilot?

2017 – 2019

Founder / CEO

- Founded the company with a specialty to design, manufacture, market, and sell electric bicycles with sidecars, as inspired by personal English Bulldog, Murphy Taterskins
- Company potential was a casualty of the pandemic and the sudden market changes that effective operations and supply
- Worked with product incubator group (Bozeman) on product development and prototyping with Chinese manufacturer, showcasing strengths in navigating phases of design, prototyping, and negotiating rates to create a competitive product
- Custom-designed innovative bike sidecar and developed design and specifications from ground up

Crush Lounge

2011 – 2016

Owner/Operator & Barchitect Extraordinaire

- Started as Interim Manager, then took over ownership of the bar, responsible for spearheading daily business operations of staff management and P&L oversight
- Delivered strategic leadership over every aspect of operations including brand design, marketing campaign development, and event planning to drive overnight turnaround of failing business into an iconic entertainment venue
- Due to leadership strengths and innovation, in just 6 months turned the company around from \$1,000 in sales per night to \$8,000 nights, which allowed the business to create a loyal customer base with profit sustainability
- Made the venue a valley wide hotspot for live, local music and by devising and executing dozens of community driven events for all ages including painting classes, Wino-lympics, rafting trips, movie nights, open mic nights, golf tournaments, farmer's markets, and more

- Consistently hosted at-capacity crowds of ~250, ensuring proper staffing coverage to meet customer demands and create a memorable experience to generate repeat business
- Unofficial clubhouse for Flathead Valley's most creative and magical souls
- Designed all marketing materials, posters, and merchandise, demonstrating strengths in creative design to establish visuals that capture the consumer and created interest
- Played a key role in organizational development by sourcing and hiring key talent, including sound engineer to hone the sound, stage, and a cutting-edge mixologist to set the bar
- Managed 20-30 employees at any given time, focusing on mentoring and training to guide their skill set growth
- Translated personal vision into reality, creating a beautiful space that attracted customers, local and world-wide talent and most importantly built a beautiful & creative community still thriving in WF
- Managed bookkeeping, payroll, purchasing, equipment maintenance, and vendors to deliver flawless, inspiring experiences within the budget allocation for each event

Kibo Group Architecture | High-end Architectural Firm

2005 – 2010

Architectural Designer

- Executed conceptual design, drafting, and project management for noteworthy commercial and residential projects
- Designed several projects at Yellowstone Club, Iron Horse Golf Club, and other locations, including The Stockfarm “tree houses” and transforming an entire floor of The Wilma building into a luxury, ultra-chic condominium
- Honed and perfected the skill of taking 3D concepts and synthesizing them into 2D client pitch presentations
- Utilized strong technical skill sets with the use of various software and tools to develop drafts and visuals, strictly adhering to project specifications and quality expectations

EDUCATION

Montana State University

Master's Degree in Architecture / Bachelor's Degree in Environmental Design

University of Oregon

Bachelor's Degree in International Business / Bachelor's Degree in French

ADDITIONAL INFORMATION

- Volunteer Work: Big Brothers Big Sisters of America, Habitat for Humanity
- Languages: Fluent in The Queen's English, French (fluent conversational), and Canadian