

# Lloyd W. Meek

DESIGN MANAGER

Leveraging my fine arts background with extensive design and management experience, I create high-impact visuals that consistently drive sales, marketing, brand, and team success, as well as oversee the successful delivery of design projects across various global markets.

978.835.8541  
lloyd@lloydwmeek.com  
www.lloydwmeek.com

## Skills

Design

Data Visualization

Microsoft PowerPoint

Adobe Creative Suite

Team Management

Social Media Design

Think-Cell

CEROS

Illustration

## Education

CEROS

Certification Interactive  
Design

New Horizons Learning  
Computer Center

Graphic Web Design  
Adobe Creative Suite

Art Institute of Boston  
Commerical Illustration  
& Design

## Experience:

### L.E.K. Consulting - 2/2022- Present - Design Manager

Orchestrate and empower an international design team to fulfill diverse creative requests from consulting and marketing staff.

- **Lead design team:** Build and manage the international design team and collaborate with external designers to ensure brand consistency and brand compliance, expanding the availability of impactful designs
- **Streamline project intake:** Establish efficient processes for accepting and prioritizing design requests from consulting staff, including PowerPoint presentations, iconography, and data visualizations
- **Empower staff:** Maintain intranet resource to empower the self-sufficiency of the internal staff to create branded collateral at will
- **Champion the brand:** Partner with the marketing team to produce impactful promotional materials, ensuring that brand consistency and campaign objectives are met
- **Enhance proficiency:** Implement platforms for global marketing to streamline performance with assets and design collateral
- **Ensure brand adherence:** Enforce brand consistency across all platforms and projects. Protect and monitor for copyright issues that can put the brand at risk
- **Cultivate innovation:** Collaborate as a member of the pilot AI team to identify opportunities in which AI can benefit the company with content creation or streamlining processes
- **Deliver results:** Direct projects that exceeded expectations, achieving key design goals and contributing to effective communication and marketing efforts. Innovate social media templates that strengthen the brand and increase engagement

### L.E.K. Consulting - 10/2015 - 2/2022 - Graphic Designer

Improved design and created original artwork and illustrations to enhance client presentations.

- **Innovated process:** Created and implemented internal processes to develop innovative and impactful designs, as well as designed templates and original artwork for PowerPoint presentations
- **Empowered staff:** Created internal library consisting of iconography, inspirational blank slides, and original artwork for client presentations
- **Equipped staff:** Maintained intranet library consisting of predesigned slides that could be used on demand
- **Collaborated with Marketing team:** Worked closely with the Marketing team to develop internal and external collateral consisting of white papers, templates, and social media graphics

### Creative Circle - 3/2013 - 10/2015 - Graphic Designer

Crafted visually stunning PowerPoint presentations with clear messaging. Leveraged strong illustration skills to create original artwork and impactful source images, ensuring brand consistency, and tailored visuals for diverse business objectives.

- **Shark Ninja - 8/2015 - 10/2015 - Production Designer**
  - **Strengthened compliance:** Integrated updated legal copy into product packaging designs
- **Bain & Company - 6/2015 - 8/2015 - Presentation Specialist**
  - **Enhanced storytelling:** Elevated client presentations by crafting dynamic slide designs
- **Converse - 3/2014 - 6/2015 - Internal Communications Designer**
  - **Curated event design:** Led design of major company events (e.g., "Go-to-Market 2015"), fostering brand identity
  - **Produced visual clarity:** Designed engaging graphics for digital signage, communicating information effectively

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## Experience:

### Creative Group - 12/2012 - 2/2013 - Graphic Designer

Created original artwork to be used in strong PowerPoint presentations for various small and large companies

- **Vista Print - 1/2013 - 2/2013 - Production Designer**

- Created strong visuals to relay a powerful message to a wide audience
- Improved visuals for internal presentations

### CaseSight- 9/2012 - 11/2012 - Presentation Designer

Created custom visuals and presented legal verbiage in a creative manner for presentations for legal departments with litigation matters. Created on demand design support at trial

Enhanced IP visuals: Created impactful designs to show patent and legal infringements and issues

### PlumChoice- 9/2006 - 6/2012 - Graphic Designer

Designed white label and channel support materials aligned with company branding for enhanced brand awareness. Leverage freehand drawing skills to create concept art, helping clients visualize data and PowerPoint presentation graphics

Engaged communication: Created impactful designs for marketing events and reports, boosting communication and engagement with sales teams and external clients

Streamlined sales: Worked closely with the sales team to create powerful presentations and sales tools to boost the brand and services to external clients

Optimized Growth: Created white label designs to expand services and grow sales

### Art Instructor- 1/2002 - 8/2006 - Independent Instructor

A resourceful and imaginative art instructor, I've brought creativity to diverse institutions, including Middlesex Community College, the Arts Center of Chelmsford, The Sgroi Art Gallery & Classes, and Westford Public School Systems' after-care programs.

I've crafted engaging curriculum and lesson plans for classes ranging from 4 to 27 students, spanning ages from elementary school to adults. These classes not only equipped learners with proper artistic methodologies and various technical skills, but also fostered their creativity and encouraged them to explore "real world" applications of art.

The impact extended beyond the classroom, as I mentored several students who went on to successful careers as graphic designers, illustrators, and professional artists, a testament to the lasting influence of my teaching.

### Freelance Artist- 1/1995 - 8/2006 - Designer/Illustrator

Created print promotional ad material for company's direct marketing campaign; Conceptualized characters for video and board games Conceptualized and designed graphics and advertisements for local businesses

### Brainstorm Comics - Comic Book Penciler:

- Penciled comic scripts for *Vamperotica #9*, *Skynn & Bones #2*, *Hammer Girl #1*

### BearManor Media - Cover Artist:

- *How Underdog Was Born* by Buck Biggers
- *The Bickersons* by Frances Langford
- *Perverse, Adverse and Rottenverse* by June Foray
- *Talking to the Piano Player: Silent Film Stars, Writers and Directors Remember* by Stuart Oderman
- *Archives of the Airwaves, Volume 1* by Roger C. Paulson