

Meagan Ruan

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EXPERIENCE

Freelance

Web Designer

New York, NY
February 2023 - Present

- Communicate with clients to establish thorough brand guidelines, visual design, and domain customization
- Operate **Squarespace** to create email subscription, email marketing, and overall visually appealing design
- Optimize websites before publishing to ensure website ranks and is discoverable on search engines
- Customize site descriptions, design, domain and URL setup, and connected to Google Search Console for **SEO**

iDayDream Studios

Web Design Intern

New York, NY
October 2022 - October 2022

- Cooperated closely with clients and translated vision into a visually appealing design and a functional site
- Designed websites for desktop and mobile view and fixing any functionality issues using **CMS**
- Curated automatic mailing system and email marketing for client to reach out about future hosted events

CUNY Tech Prep

Software Development Fellow

New York, NY
July 2021 - June 2022

- Collaborated with a group of fellows to prototype a website using HTML, CSS, JavaScript, React, JSON-Server
- Created wireframes and system architecture for an app using Figma, providing a seamless user experience

Brooklyn Museum Internship

Audio Visual Intern

Brooklyn, NY
August 2020 - December 2020

- Captioned videos using Final Cut Pro for viewing on social media and on top of the Brooklyn Museum building
- Fostered the AV Department in editing, combining, and captioning 2-3 videos per week to meet tight deadlines
- Administered accessibility by providing and editing captions for the videos and shot clips for a virtual gallery tour
- Communicated throughout different departments to ensure the success of live and digital events

PROJECTS

The Aunt Sister Project | [COOP Client Project](#)

October 2022 - December 2022

- Inspected client websites' content and structure, leading to more optimized UX/UI design, increasing website visits
- Optimized **SEO** and alt tags and overall website layout on **Wix** to help rank client's website higher on the **SERP**
- Harnessed photoshop tools to generate a mockup of the website to provide an elaborate presentation to the client
- Collaborated with other teams to ensure client understands the use of relevant search terms to use for SEO

Evently | [Evently](#)

January 2022 - June 2022

- Developed an app to help users find age-appropriate events with filters using React.js, JSON-Server
- Created **Figma** mock-ups for event discovery platform, facilitating search & filtering of events by user specifics

EDUCATION

COOP Apprenticeship

Digital Marketing Apprentice

New York, NY

Interchanged in collaborative workshops to expand knowledge of digital marketing verticals such as SEO and SEM
Implemented functions like VLOOKUP and INDEX MATCH in Google Sheets to properly search for specific data

Brooklyn College, City University of New York (CUNY)

Bachelor of Science in Multimedia Computing | GPA: 3.4
Minor in Music Technology | GPA: 3.9

Brooklyn, NY

SKILLS

Programming Languages: HTML, CSS, JavaScript (React), Java

Technologies: Git, Figma, Google Suite, Visual Studio Code, Logic Pro, Slack, Zoom, Microsoft Office

Adobe Creative Cloud: Creative Cloud, Photoshop, Illustrator, InDesign, XD

User Experience: User Research, User Journey, Usability Study, Wireframes, Information Architecture, Prototypes

CERTIFICATES

- Google UX Design (In-Progress), Google Ads Search, Google Analytics, Google Ads Display
- Meta Certified Digital Marketing Associate