

Meghan Schofield { Creative Studio Leader }

Location + Contact:
Bay Area, California, USA
meghanschofield@gmail.com

Portfolio:
meghanschofield.com
LinkedIn Profile

Experience {

Creative Director, Loft — Aug 2024 - present

Established and grew the Creative Studio, crafting the brand across all surfaces to nurture trust, and build consistency. Interim Head of Marketing for 1 year.

Creative Director, Google — Aug 2017 - Apr 2024

Global creative leadership and team manager for Google Experience Center products and brand.

- Leading the Experience Design team + PM org
- Setting design vision + brand strategy
- Creating project controls + design systems
- Collaborating across disciplines to deliver impact
- Hands-on player coach, directing + designing

Senior Designer, CoreOS — May 2015 - Aug 2017

Crafting OS, infrastructure + dev. software products (open source and enterprise) and multi-channel brand marketing materials. Working across teams from end-to-end to iterate and ship useful, clean products and build brand campaigns across mediums.

UX + Visual Designer, iSocket — Mar 2014 - May 2015

Developing brand, UX and visual design solutions for an advertising buy / sell marketplace.

Designer + PgM, Roto Studio — Oct 2000 - Apr 2012

Managing and leading interactive museum projects (physical + software) from pitch to install, including design, contracting, team, schedule and budget.

Education {

The Ohio State University. Columbus, OH.
Bachelors of Science in Design.
Specialization: Visual Communication Design.

The Art Institute of Pittsburgh. Pittsburgh, PA.
Graphic Design + Illustration. }

ProfessionalHighlights

Career Breakdown:
Creative Director - 10 yrs
Branding + Design - 10 yrs
Product + UX - 5 yrs
Agency + In-house Experience

Community Engagement:
Breaking into Startups Podcast
Futures Forward Podcast

Portfolio Stats:

- 45+ Brands + Design Systems
- 25 Software Products
- 23 Museums
- 13 Conferences
- 5 Experience Centers
- 133 Interactive Exhibits

Leadership Profile:
Highly Adaptable X-shaped, Player Coach, craft leader with a bias toward action, leveraging AI tools, complexity sponge (driving clarity), conceptual and strategic thinker, brand builder, storyteller, strong communicator, product minded, business translator and a committed collaborator with an ownership mindset.

References:
Available upon request.

Philosophy:
"People first. The journey matters, along with the business outcomes.

I believe we do our best work when actively, and positively engaged and are approached with empathy and curiosity. When genuinely centering people and users, we unlock the potential to move beyond what is expected and obvious."

Notable Talks:
- An Unconventional Path to Design in partnership with *General Assembly + de Young Museum.*
- Guest Lecture at *University Southern CA, Entertainment Tech*
- Conference Talk: *Untethered 2020*

A smidge of core competencies: Design + Branding Systems, AI Research, Marketing Design Strategy, Campaign Creation, Video Storytelling, Stakeholder + Cross Team Engagement, Executive Communication + Presentation, Typography, UX, Iconography and Illustration.

Other Tidbits:
Type Lover, Painter, Expert Toddler Redirector, Reader, Baker, and Risotto Maker.

{ **Team Leadership.** Doubled project capacity with zero headcount growth 4 years in a row.

Implemented studio "Guiding Principles" creating velocity and confidence across 4 multi-functional teams resulting in an early delivery while staying on-budget.

Design + Brand Leadership. Crafted / championed:
- The "Design Kit" A globally extensible experience design system in two parts: external vendors and internal design team + cross functional partners.
- 18 product and project control standards.
- All new project initiation phase. Eliminating unnecessary time (8 weeks) and cost (~$325k).

Product + Program Success Metrics.
- CapEx savings: 10% (APAC: $926k | EMEA: $3.9M) while delivering on original stakeholder commitments and landing key business impact.
- Durable schedule savings: 45 days.

Skills { Google Workspace, Adobe Creative Suite, InDesign, Figma, Microsoft Office, PowerPoint, Sketch, Slack, SketchUp, Cad Tools, MacOS and Windows. (Novice) Canva, Miro, Atom, SketchUp, CAD, Sublime Text, Jira, HTML and CSS. }

{ *"Through empathy, seeking input, but also pushing back when necessary Meghan has made significant strides in team culture. She has managed to leverage the multitude of personalities, the seniority of the team members, and their unique areas of expertise to build out a highly effective organization that not only tactically delivers well, but has also been making significant strategic contributions to our broader team and Google."*

- Senior Peer, Team Leader + Manager @ Google