



Margaret Ellen Poplin

Senior Creative Advisor, Professor, and Trainer

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EMPLOYMENT HISTORY

Creative Advisor

The Boston Consulting Group, Atlanta, GA

July 2017 – Present

- Engage daily with BCG consultants and staff as a Subject Matter Expert on a global advisor team to drive training across North America through learning workshops, coaching, presentations, and simulations, both live and virtually, to implement change management initiatives, tools, and technology solutions that streamline consultant workflow and improve skills like slide creation, information graphics best-practices, slide-writing, and crafting complex business stories. I am one person in a team of five people serving thirty-five regional offices.
- Provide and host training sessions. Modify, create, update, and deliver training focused on subjects ranging from slide design and corporate storytelling to working with branded PPT macros. Teach consulting staff to transform business language into content driven visual storytelling. Host creative consultations live and remotely through the use of virtual teaming tools, videos, and other learning modules.
- Continually utilize feedback beyond training delivery to ensure more productive training sessions and knowledge retention by collaborating with team members in Learning and Development, as well as partners, management, and other stakeholders, to develop the most effective solutions to learning challenges while also being conscious of time and budgetary restrictions. Actively coordinates follow-up training activities and coaching sessions.
- Develops new ways to increase effectiveness through the exploration of new technologies to create a more agile learning and development process. Strives to uncover technological innovations that enhance the learning experience through multi-channel exposure to educational content across various platforms that reinforce key skills beyond the initial training session.

Freelance Design and Illustration

Atlanta, GA

May 2005 – Present

- Artistic expertise covering everything from Fine Art to Flash. Proficient with Adobe Illustrator, Photoshop, InDesign, Dreamweaver, WordPress and more. Traditional painting, murals, and portrait work. Able to assist with the production process of most designs, etchings, or engraving of products for mass production and distribution. Skills include graphic design, sculpture, prop making, illustration; including editorial, conceptual, and book illustration, website creation and management, web design, content creation, conceptualization, advertising, logos, promotional product design, writing, and editing.

Assistant Professor of Graphic Design

Jacksonville State University, Jacksonville, AL

August 2012 – July 2015

- Instruct Graphic Design and Illustration in the Visual Communications department at JSU. Classes cover everything from Foundations and Survey to Advanced Theory and Aesthetics through their Bachelors of Fine Arts and Masters of Fine Arts Programs. Much of the content was developed from scratch.
- Undergraduate Classes include: Design 1: Foundations course in Line, Shape, Movement, Rhythm, Value, and Color Theory. Graphic Design 1: Introduction to Graphic Design. We cover a basic introduction to Photoshop, Illustrator, and some InDesign. Semiotics and the history of graphic design. Design process that one would use with a client from meeting to thumbnails and ideation including design thinking and development to a final,

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deliverable product. Graphic Design 2: Typography. We cover the basic history of typography and focus on type based projects that utilize hierarchy and balance. Graphic Design 3: Advanced Design, InDesign, Illustrator, and Photoshop are explored further as design projects become complex. We focus on series of design pieces, simplicity of design, and design thinking. We cover package design and designing in 3D. Graphic Design 4: Capstone Design Course, Advanced use of Illustrator and InDesign with some animation introduction, such as a basic walk cycle. Many projects are student driven. Introduction to Web Design: Beginners course in Web Design covering basic programming languages such as HTML and CSS. Introduction to Flash and Wordpress design. Students build their own website portfolio, optimization of images for web and responsive design for mobile devices. Introduction to Illustration: History of Illustration and Introduction to expression and movement. Illustration 2: Advanced techniques that merge the traditional with modern technology. Independent Studies, Advanced Independent Studies, Supervised Internships. Graduate Classes: Design Studio Exhibition Research, Graduate Independent Study, Special Topics in Graphic Design, Design Studio, Traditional Media Communication Studio, Contemporary Media Communication Studio

Adjunct Graphic Design Faculty

American Intercontinental University, Atlanta, GA

July 2011 – June 2012

- Instruct students in the Communication Arts with classes, such as Intro to Design, that develop the building blocks of design (such as composition, color theory, client interaction, and practical real world application of Graphic Design) as well as computer classes that teach vital graphic design programs like Adobe Photoshop, Illustrator, InDesign, Dreamweaver, and more. Worked closely with my department head to find solutions for struggling students and participate in curriculum reform.
- List of classes taught: Drawing 1: Foundations course with introduction to form, shape, value, and line. Drawing 2: Advanced focus on perspective and human anatomy, students were required to draw one self portrait a day in their sketchbooks for the entire semester along with their regular assignments. Introduction to Design: Focusing on the foundations of graphic design, thumbnails and the design process, working with clients, design thinking, and the basics of being a freelance designer including discussion of contracts and real-life working concepts. Also introduced students to typography and the history of both design and typography. Design 2: Advanced work in Photoshop, Illustrator, and an introduction to InDesign. Advanced discussion of typography and focused more on design thinking. Color Theory: Focusing on the history of color theory including Johann Wolfgang von Goethe, Michel Eugène Chevreul, Albert Munsell, and more. Students created projects focusing on utilizing the color wheel, complementary colors, tertiary colors, discordant colors, harmonious colors, tints, and shading.

Art Department Manager

Inkhead Promotional Products, Winder, GA

May 2009 - July 2011

- Supervise and manage the art team to make sure we streamline our production processes, train new artists, collaborate with the CIO on job descriptions and departmental issues, as well as create and update art templates; also created the company brand-book, new catalogs, website ads, and a variety of mailers from scratch in tandem with the art team. Converted customer artwork from raster to vector in order to make artwork print-ready and speak directly to customers to discuss our various printing processes (their strengths and limitations), problems with artwork, and artwork conversions, or any other general art questions they may have.

EDUCATION

Savannah College of Art and Design, Master of Fine Arts, Savannah, GA

2006 - 2008

Visual Communications, Illustration and Design, GPA 3.61

Savannah College of Art and Design, Bachelor of Fine Arts, Savannah, GA

2001 - 2005

Visual Communications, Illustration, GPA 3.44

Please note: This is a summarized and condensed version of my full resume. To see all of my relevant experience please visit <https://www.linkedin.com/in/margaretpoplin>.

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