

# MEREDITH BURALL

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*Designer. Maker. Innovator. Leader. Fueled by copious amounts of coffee.*

Ambitious creative leader with over 15 years of experience building, mentoring, and leading cross-functional teams. Expert in aligning creative with business goals, driving innovation, and ensuring brand consistency in every environment. Equally strong in strategic brainstorming and hands-on execution. Passionate about inspiring others, elevating design, and leveraging new tools and AI.

## CORE SKILLS

Brand Identity  
Communication  
Critical Thinking  
Creative Ideation and Brainstorming  
Design Direction  
High-Volume Workloads  
Hiring, Onboarding, and Training  
Marketing  
Presentations and Public Speaking  
Process Improvement  
Project Management and Operations  
Strategic Creative Development  
Team Management and Nurturing  
User Experience  
Vendor Management

## PROFESSIONAL EXPERIENCE

**2012-present / BDO USA**  
**(11/2020-present) Creative Services Director**

### *Leadership and Operations*

- Creator of the first in-house creative department, now a 21-person team of graphic designers, photographers, video and motion graphics producers, and presentation designers
- Oversaw daily team operations and the completion of 4,600+ projects in 2024, including social media campaigns and advertisements, videos and podcasts, reports, interactive digital experiences, sales and pursuit material, and more

### *Brand and Global Work*

- Directed creative strategy and execution across all media, ensuring visual consistency with brand standards and impactful storytelling that connected with target audiences
- Collaborated across marketing and communications teams and with stakeholders to develop concepts and creative strategies that aligned business goals with brand standards
- Represented the U.S. during the BDO Global Corporate Visual Identity refresh of 2017 and 2023, which reinforced our commitment to clarity, strength, and global consistency across more than 160 countries
  - » During the 2023 refresh: led the updating of Imagery CVI and developed a new Video CVI, updated brand templates in Adobe and Microsoft, and launched a global icon library and video template
- Launched the new BDO.com with a team of marketing professionals and external developers in December 2022
  - » Collaborated on the design of 19 unique initial page templates and a collection of widgets that supported over 1,500 pages of content
  - » Designed new microcontent elements via Ceros and managed the development of over 125 new experiences prior to launch
  - » The updated BDO.com was a Kentico 2022 Site of the Year finalist in the Financial Services category

### *Innovation and Tooling*

- Brought new technologies and approaches to the firm to continuously innovate and support firm growth
  - » Introduced Ceros in 2018 and have since published over 1,000 unique interactive pieces, including over 200 multi-page pursuit-focused experiences
  - » Transferred creative project intake forms and management to Airtable in 2024, independently building complex intake forms, automations, dashboard interfaces, and integrations with other bases that optimized collaboration, transparency, and organization across the firm
  - » Added Synthesia in 2024, which introduced AI-avatar and voice options that reduced production time and increased quality and creative approaches to video content

**(8/2018-11/2020) Creative Services Sr Manager**

**(8/2016-8/2018) Creative Services Manager**

**(11/2014-8/2016) Graphic Designer**

**(11/2012-11/2014) Marketing Specialist**

## PROGRAMS AND TOOLS

### Adobe Creative Cloud

*InDesign, Photoshop, Illustrator, AfterEffects, Lightroom, Acrobat, Dreamweaver, XD, Animate, Express*

### Microsoft

*PowerPoint, Word, Excel, Visio, Outlook, Teams, Sharepoint*

### Interactive and AI Tools

*Ceros, Synthesia, Figma, Secta Labs*

### Project Management and Intake Tools

*Airtable, ServiceNow, Monday.com*

**9/2011-9/2016 / Family Focus Media**

**Art and Photo Director**

**(3/2013-9/2016) Philadelphia Family Magazine**

**(9/2011-9/2016) Main Line Parent Magazine**

- Worked closely with publication team to create a cohesive look to each unique issue
- Coordinated and managed a team of photographers, brainstormed and planned photo shoot details, assisted on-site, and served as photo stylist for select shoots

**8/2009-10/2012 / Asher & Company, Ltd.**

**Marketing / Graphic Designer**

- Maintained and developed new website
- Developed and executed marketing campaigns for and facilitated the firms' various seminars throughout the year
- Crafted proposals, press releases, advertisements, and marketing collateral

## EDUCATION

**2006-2009**

**Bachelor of Fine Arts (BFA), Graphic Design, Moore College of Art and Design  
Philadelphia, Pennsylvania, USA**

Activities and societies: Lead Designer of 2008-09 Yearbook, Co-Curator of the 'Women Through The Lens' Photography Show (Jan-Feb, 2009), Member of the 2008-09 'More Mag' team, Graphic Design and Photography Tutor

**2004-2006**

**Associate of Arts (AA), Art in Communications with a focus in Graphic Design,  
Frederick Community College  
Frederick, Maryland, USA**

I grew up with a passion for creative exploration and fascination for making something from nothing. I am driven by a strong belief that meaningful design can form relationships and connections between people, ideas, and the world around us.

Whether in print or pixels, I love to experiment with innovative ideas to produce clear, compelling, and transformative visual solutions for complex problems. Collaboration and humanity are at the core of what I make and how I lead. I strive to make a positive impact every day and hope to make the world better in the process.