

# MEGHAN WITHEROW

DESIGN AND COMMUNICATION



## CONTACT

📍 Ithaca, NY 14850 USA

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## EDUCATION

### MASTER OF PUBLIC HEALTH

Food Systems  
Cornell University 2022

### BACHELOR OF SCIENCE

Nutrition & Dietetics  
Cornell University 2014

## SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- MS Office Suite
- Google Drive
- Tableau Data Visualization
- Canva Graphic Design Platform

## PROFILE

Creative with a science background - leveraging empathy, systems thinking, and analytic training to move hearts and minds.

## EXPERIENCE

🕒 **COMMUNICATIONS INTERN** Oct 2020 - Present  
Tompkins Food Future  
Ithaca, NY

Edit, format, and curate the content of a report on the local Tompkins County food system.

- Generate attractive, easy-to-understand data visualizations such as charts and infographics.
- Meet weekly with an interdisciplinary team to write, edit and format an evidence-based report on local food access and security.
- Photograph and write press release for a community event disseminating findings of the baseline report.

🕒 **WEBSITE DESIGNER** Aug 2021 - Present  
Greiner Safi Lab  
Ithaca, NY

Design and manage a website for the research and consultation activities of Dr. Amelia Greiner Safi.

- Research both consulting- and research-oriented websites to determine the look, feel and content of Dr. Safi's website.
- Consult with client to design a visually appealing, user-friendly interface.
- Build website with Wordpress, acquiring domain name and hosting.
- Compile and curate site elements like photos, copy, and CV.

🕒 **PUBLIC HEALTH COMMUNICATION COURSE ASSISTANT** Aug - Dec 2021  
Cornell Dept. of Public & Ecosystem Health  
Ithaca, NY

Managed a 48-student Public Health Communication course for Master of Public Health students.

- Edited & posted lecture videos and other visual content using Canvas course management platform and Panopto video platform.
- Managed course content and captured student information like current knowledge and preferences.
- Met weekly with a team of 2 professors to create and grade projects, assignments, and quizzes.
- Held office hours to counsel students on course content.

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## TRAININGS

### SCIENCE COMMUNICATION

Workshop - Dr. Bruce Lewenstein  
Cornell University Ithaca, NY  
Oct 2021

### DATA VISUALIZATION

Workshop - Anna Feigenbaum  
Cornell University Ithaca, NY  
Nov 2019

### ZOTERO CITATION MANAGEMENT SOFTWARE

Workshop - Cornell Library  
Cornell University Ithaca, NY  
Feb 2020

### SERVSAFE FOOD SERVICE MANAGER, INSTRUCTOR & PROCTOR

Certification - National Restaurant  
Association  
Mar 2019

## REFERENCES

### AMELIA GREINER SAFI

CLIENT  
Web Design  
P: (607) 339 7196  
E: alg52@cornell.edu

### KATIE HALLAS

SUPERVISOR  
Tompkins Food Future  
P: 607-272-2292 ext. 281  
E: kh788@cornell.edu

### HEIDI VANDEN BRINK

CLIENT  
Ovarian Morphology in Girls  
P: (607) 280-4790  
E: pamelashapiro@gmail.com

## EXPERIENCE (CONTINUED)

◎ **LOGO AND BRAND DESIGNER** Jan - May 2020  
Ovarian Morphology in Girls (OMG)  
Ithaca, NY and Kansas City, MO

Developed logo and branding materials for the longitudinal study, "Ovarian Morphology in Girls," conducted by a reproductive physiology research lab.

- Met with research team to understand target audience and work.
- Generated logo in Adobe Illustrator, selected fonts and colors with feedback from research team.
- Delivered branding materials, including logo in various image formats, MS Word document templates, and font & color guide.

◎ **FOOD LAB MANAGER** Jan 2014 - Aug 2021  
Cornell Dept. of Nutritional Sciences  
Ithaca, NY

Managed the research and teaching activities of 2 food labs serving upwards of 100 students, staff, and community members per semester.

- Provided teaching support for undergraduate Nutritional Science courses including cooking labs and food safety training.
- Prepared carefully designed and very precise metabolic meals for human feeding studies.
- Ensured preventative maintenance, product procurement, and food safety compliance on a regular schedule.

◎ **ARTIST, PUBLICITY ASSISTANT** Mar 2013 - Mar 2015  
We Step Into the Light  
Ithaca, NY

Contributed to and promoted We Step Into the Light, an art exhibit which pairs artists with survivors of sexual abuse to work on a therapeutic art piece.

- Paired with 2 different survivors for 2 annual exhibits, meeting to get to know the survivor, determine a subject and medium.
- Generated art pieces throughout meetings with feedback from survivor.
- Developed promotional materials for the exhibit using Adobe InDesign and Adobe Photoshop.
- Trained other participating artists on how to work with survivors.