



## Professional Profile ● ● ●

Melissa has studied design, photography, and English at **Philadelphia University, The New York Institute of Photography** and **The College of DuPage in Chicago**. With over seven years of experience in both graphic design and photography, Melissa has enhanced her knowledge of these subjects by adding cutting edge techniques and technology into her portfolio. Melissa began her own photography/design company while living in Philadelphia, which she maintains to this day. Currently living in Champaign, IL, Melissa also retains freelance work with clients in PHILADELPHIA, CHICAGO and the entire midwest.

She is proficient in Adobe CS3 Creative Suite and Quark with a very strong working knowledge in Flash and Dreamweaver. Her main design strengths are conceptual design and layout, (her strong English skills are handy for catchy headlines and copy) while she also enjoys illustration in her spare time.

● ● ● *references available upon request.* ● ● ●

## Skills and Traits Overview ● ● ●

Skilled on both PC/MAC	Deadline driven	Web design	Superior English skills
Detail oriented	Excellent at Multitasking	Photography	Out of the box thinker
Keen marketing ideas	Good leadership	Adobe InDesign	Adobe Photoshop
Adobe Illustrator	Macromedia Fireworks	Dreamweaver MX	Quark

## Employment ● ● ●

### HORIZON HOBBY – CHAMPAIGN, IL (SEPTEMBER 2007–JANUARY 2009)

#### Graphic Designer

Full-time brand graphic designer for a hobby company which employed over 600 employees with multiple branch offices, including several in Europe. Dedicated to the success of her brand design, she worked hard and offered superior design, pleasing everyone she worked with.

- Responsible for ad layouts and box designs for one of the company's top brands, E-Flite.
- Met regularly with executives, product engineers and marketing managers to present design ideas and get project input.
- Worked closely with photographers and copywriters to achieve dynamic content.

### ROCK COMMUNICATIONS – NEWTON, IA (AUGUST 2005-SEPTEMBER 2007)

#### Graphic Designer

Full-time graphic designer for the largest printing company in the Midwest, specializing in large scale advertisement. Responsible for internal projects related to branding and portrayal of company image, reporting directly to both the President and Vice President.

- Improved marketing and branding strategy of Rock with several new ideas, including theme marketing.
- Served in capacity of "Co-pilot" in a team of 6 people in charge of Rock's largest client, Hy-Vee.
- Designer of weekly advertisements, posters and direct mail-cards for Hy-Vee advertising.

## Specialty Experience

- Studied to be a professional photographer, mastering the basics of SLR cameras and lighting.
- Worked closely with commercial printers to become aware of industry standards.
- Acquired experience with Music Industry standards for artists in both print and web.