

MELANIE KEARNS

SENIOR GRAPHIC DESIGNER

CONTACT

P: 951.992.9678
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W: www.anoMELydesigns.com

PROFILE

Senior graphic designer with 7+ years of hands-on print and packaging experience. Curious by nature; relentless in the pursuit of solutions that leave long-lasting impressions. Organization geek looking to leverage a fondness for design processes into artwork that meets specific client needs. In search of a position that fosters artistic expression and offers a real sense of pride and satisfaction.

REFERENCES

Danielle Anthony | Sales Director
P: 714.658.5677

Laurelle Safani | Sr. Brand Manager
P: 949.394.5172

Ted Rios | Sr. Graphics Specialist
P: 562.713.2768

EDUCATION

California Polytechnic University, Pomona
Bachelor of Arts - Graphic Design
Graduating Class of 2010

SKILLS

Photoshop



Illustrator



InDesign



Dreamweaver



Mac OSX/ Windows XP



WORK EXPERIENCE

Blaine Event Services
SENIOR GRAPHIC DESIGNER
Mar. 2018 - Present

Email Marketing:

- Maintaining an email marketing calendar on a daily basis
- Designing informational, visually appealing digital banners to be featured on the company's online storefront and show specific email campaigns
- Creation of easy-to-update HTML templates which contain pertinent, event specific details such as: order deadlines, show schedules and exhibitor level booth information
- Creation/Maintenance of exhibitor email lists on Mailchimp and Constant Contact
- Scheduling of Eblasts to coincide with dates established on marketing calendar
- Creation/Scheduling of Constant Contact surveys to provide the sale's team insight on exhibitor's experiences as well as recommendations on how to improve future shows

Pre-Production/Graphic Design:

- Assembling all graphical assets to review with sales team surrounding an event (I.e.: Work orders and graphic callouts which provide specific details of what items are being produced, their dimensions, quantities, respective substrates and any special finishes that may be needed.)
- Conceptualizing a range of visual options that embody the look and feel of theme-specific upcoming events through the use of shape, color, imagery, typography and space.
- Keeping the client's goals, budget and target audience in the forefront of thought when developing marketing solutions to ensure all elements come together and form one cohesive "big picture" as opposed to a collection of isolated projects

Client Communication:

- Setting up accounts by show, sending invitations to show management/exhibitors and assisting clients step-by-step through our cloud content management tool; Box.com
- Demonstrating the ease of use and convenient commenting features to gain feedback and file approvals before submitting to Production.

Art File Creation/Proofing:

- Creating Photoshop templates for each individual panel of custom builds and sizing customer artwork according to dimensions provided by drafting department
- Rendering artwork into CAD drawings to help give customers a better idea of what their build will look in real life once assembled at their show
- Placing thumbnails of customer artwork into standardized proofing template highlighting the specs of a build to ensure there are no last-minute adjustments needed
- Communicating directly with clients to determine if additional edits are needed and obtaining approvals before sending artwork through to Production

Job Costing, Production, Scheduling:

- Creating job sheets that detail the scope of print jobs and checking them for accuracy before releasing to local vendors and subcontractors
- Reviewing vendor estimates and pre-flights for accuracy against work orders before issuing a green light to begin production
- Hosting weekly Production meetings to help keep the Receiving Department aware of all incoming deliveries and how they correspond to shipment schedules and show move in dates

Miscellaneous:

- Graphical concept renderings demonstrating capabilities for RFP's
- Proposal template creation for repeated use by sales team
- Invitations for upcoming companywide events
- Thumbnail images for furniture rental catalog
- PowerPoint decks highlighting future branding opportunities at centers across the country

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WORK EXPERIENCE

Merchsource, LLC **GRAPHIC DESIGNER** Nov. 2015 - Mar. 2018

- Create luxury packaging across multiple brands while maintaining each brand's unique identity and adhering to established standards.
- Brands Include: Animal Planet, Discovery Kids, FAO Schwarz and Sharper Image
- Develop style guides (logo, color scheme, patterns and typography direction) for newly acquired brands from concept through production
- Communicate design concepts with clear reasoning behind proposed solutions
- Work closely with brand managers to create consistent, high impact static and interactive visual assets
- Generate die lines and spec sheet diagrams indicating the dimensions, cut lines, folds and finishes of each package in its flattened form
- Retouch product photography i.e.: imperfections, colors and removing unwanted objects from view
- Render flat artwork concepts into digital 3D product designs
- 3D render product packaging lines, in-store displays and signage to help buyers visualize merchandise in a real world environments

Liquipel Watersafe **GRAPHIC DESIGNER** Jan. - Oct. 2015

- Conception, design and execution of innovative, visually striking materials from large scale campaigns to single marketing initiatives
- Visual materials included: special event invitations, advertisements, product sales sheets and brochures, trade show look books, window clings, POPs and in-store displays, brand guidelines, training manuals, instruction manuals, website banners and landing pages, email blasts and various social media assets
- Developed rough product design concepts into polished 3D files for investor presentations
- Created packaging for 4 new product lines each complete with it's own unique style guide
New packaging was sold nationally in over 4500 Sprint retail locations, Radio Shack and Sam's Club

Evutec Corporation **GRAPHIC DESIGNER** Oct 2013 - Jan 2015

- Modernized sales materials to give them a fresh look, up to date pricing and on-brand focused messaging
- Photographed, retouched, re-sized and catalogued the entire product line (300+ images) in multiple angles for Best Buy.com and the Evutec e-commerce site
- Redesigned the front-end of the company website complete with an online store
- Redesigned product packaging to meet requirements from exclusive vendors (Apple, Best Buy)
- Established a product roadmap and designed 4 new phone cases
- 2 of those cases were selected for display at CES 2015
- Collaborated closely with multiple departments to execute a unique booth design and 50 page look book for the 2015 Consumer Electronic Show
- Created all visual content for companywide social media outlets

Neurotris **FREELANCE GRAPHIC DESIGNER** July - Oct. 2013

- Designed a series of web banners to be featured on the company homepage
- Developed multiple sets of Google Adwords to target potential new customers in specialized markets
- Created quarterly email blasts to announce special treatment sales and new product announcements
- Coordinated email marketing strategies and maintained customer lists
- Designed a multi-page, product catalog and all supporting visual assets for the 2013 Intern. Beauty Expo

R&M Supply **JUNIOR GRAPHIC DESIGNER** Nov. - June 2013

- Created ads for monthly/quarterly publications
- Designed the annual company product catalog complete with 5000+ products
- Maintained an online catalog where vendors accessed updated pricing and product availability
- Worked closely with sales team on all marketing materials, POPs, in-store displays and planograms tailored to fit specific vendor needs (i.e. True Value, Ace Hardware, Lowes)