

CINDY MELIA

ART DIRECTION | BRAND STRATEGY + DESIGN | ENVIRONMENTAL GRAPHIC DESIGN | IDENTITY DESIGN
PACKAGE DESIGN | PRINT, PUBLICATION + ANNUAL REPORT DESIGN | DIGITAL + INTERACTIVE DESIGN

PROFILE

Dynamic conceptual and strategic graphic designer known for creativity, leadership, collaboration skills, flexibility, attention to detail and sense of humor. I specialize in high-quality visual design in a fast-paced, multiple-deadline environment. I bring many years of experience in the direction and creation of complete print and online campaigns, including but not limited to: advertisements, brand guidelines, brand identity, brochures, catalogs, direct mail, displays, flyers, inserts, invitations, logos, marketing materials, newsletters, posters, packaging, presentations, social media, trade shows, videos and websites.

CONTACT

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EXPERIENCE

11/16 - NOW

CINDY MELIA DESIGN

Owner, Creative Designer

- Currently running my own company and working with a variety of incredible and diverse clients. Highlights of the past year include leading a complete rebrand of all print and digital materials for Relay Resources, brand and logo identity for Amato Mediation and the layout and design of Cambia's eBook

11/14 - 11/16

PROVIDENCE HEALTH & SERVICES

Senior Graphic Designer

- Produced highly creative print and digital campaigns utilized in multiple states across the country for Providence Brand and Sponsorship Ads, Express Care, Health Plan and Heart Month
- Worked independently and with a team of designers and copywriters to successfully translate concepts into insightful, compelling communications and content that drove brand awareness, engagement and understanding
- Led, mentored and collaborated daily with senior and junior print and digital designers, copywriters, marketing staff, advertising/marketing/photography agencies and a multitude of internal clients and external vendors

05/13 - 10/14

CAMBIA HEALTH SOLUTIONS

Senior Graphic Designer

- Designed innovative print and digital campaigns and created and enforced brand guidelines for HealthSparq, Hubbub, LifeMap and SpendWell
- Provided leadership and mentoring to senior, junior and freelance designers with clear and objective critiques of their creative work
- Delivered clear communication to and collaborated daily with copywriters, marketing staff, account executives, internal clients and external vendors
- Art directed and managed 10 or more design projects on a weekly basis
- Developed and designed logo identity plus all print and online collateral for SpendWell launch on 05/15/14
- Received spot bonus award for outstanding design work and written and verbal communication within the first three months of hire

SKILLS & EXPERTISE

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe Acrobat

Adobe Dreamweaver

Adobe Fireworks

Adobe Flash

Microsoft Excel

Microsoft PowerPoint

Microsoft Word

Basecamp

FileMaker Pro

Trello

Workamajig

Workfront

I'm at expert level in the Adobe Creative Suite, have successfully completed classes in Dreamweaver and Flash, and am proficient in all Microsoft Office and project management software programs listed above

CINDY MELIA

CLIENTS

AT&T
AIR NEW ZEALAND
AMATO MEDIATION
APERION AUDIO
AVENTA LEARNING
BRANSON SCHOOL ONLINE
CAMBIA HEALTH SOLUTIONS
CISCO
CLYDE DREXLER
DELL
HEALTHSPARQ
HIDEKI
HUBBUB
INTEL
IRRIGATION ASSOCIATION
IRON HORSE VENTURES
KC DISTANCE LEARNING
KEEPEEZ
KNOWLEDGE UNIVERSE
LIFEMAP
MODO YOGA
NIKE
OREGON ZOO
PARAGON BIOMEDICAL
PORTEON
PORTLAND THORNS
PROVIDENCE HEALTH & SERVICES
RAIN BIRD
REGENCE
RELAY RESOURCES
RITETEMP
SIMPSON STRONG-TIE
SPENDWELL
THOMASVILLE
VTECH
WATERSMART

EDUCATION

BACHELOR OF FINE ARTS

Emphasis in Graphic Design
Oregon State University

EXPERIENCE CONTINUED

08/09 - 05/13

VTECH COMMUNICATIONS, INC.

Senior Graphic Designer

- Supervised and managed one in-house graphic designer and various freelancers. Collaborated daily with web designers, marketing staff, advertising agencies, photography agencies and numerous internal clients
- Designed full marketing campaigns including print and digital collateral for both VTech and AT&T phone products, including creation of trade show materials and direction of large-scale product and lifestyle photo shoots
- Worked with clients and colleagues throughout the United States, Hong Kong and Canada to produce AT&T and VTech collateral that was translated cohesively into several different languages
- Created and enforced two different sets of brand guidelines (VTech Core and VTech Hotel Phones) and was also responsible for ensuring the creative team designed within and adhered to AT&T brand guidelines
- Developed and designed brand/logo identity along with brand guidelines for AT&T Synapse and SynJ products
- Received several company awards for outstanding communication, service and design work

11/05 - 04/09

PMSI MARKETING & DESIGN AGENCY

Senior Graphic Designer

- Consistently created top designs selected by external clients (typically, three senior designers presented one concept each, then client chose final design)
- Designed collateral pieces for an online school that led to the acquisition of a million-dollar account for three additional online schools
- Art directed junior designers and contractors and collaborated with senior designers, creative directors and account directors on a daily basis
- Led campaign to update Paragon Biomedical's look and feel for print and digital collateral (brochure, insert sheets, banners, trade show signage, PowerPoint templates, web page layouts and banners)
- Designed a 32-page coffee-table-style book for Intel in two weeks' time and solo-directed print production of this book onsite in Malaysia

01/03 - 11/05

DIGIMARC CORPORATION

Senior Graphic Designer

- Was the sole graphic designer responsible for all print and digital design projects, presentations and displays, concept through completion
- Created front-end web design for Digimarc.com
- Designed print and online versions of corporate brand guidelines and was responsible for corporate identity and adherence to brand guidelines by both internal and external clients
- Awarded the President's Circle Award of Excellence (the highest award given at Digimarc) for outstanding contributions to the company