



melisza
SAN VICENTE

Who do I think I am?

I'm a hard-working, dedicated, self-driven, social-networking, creative graphic designer and frual fashionista. I express my passion for design by creating "jaw-dropping" collateral, branding, packaging and advertisement. I'm a dynamic team player with well-developed written and verbal communications. While being detail-oriented and accustomed to performing well in deadline-driven environments, from concept to completion, I know the 'Ins and outs' for what it takes to make the cash register *ringgg*. And, I know what you're thinking.. "That name is a mouth-full." But practice makes perfect, you know?

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MAC/PC Software Experience:

- Adobe Photoshop CS5
- Adobe InDesign CS5
- Adobe Flash CS5
- Microsoft Word
- Microsoft PowerPoint
- Wordpress Templates
- Adobe Illustrator CS5
- Adobe Dreamweaver CS5
- Quark Xpress
- Microsoft Excel
- HTML/CSS
- Social Media Tools/Constant Contact

Work Experience:

SocietyChic.com, Founder & Editor 07/2010 – Present

Managed, contributed and edited fashion blog posts with a team of four writers. Developed traffic within the social media communities and obtained several affiliate programs for future growth. Designed and maintained website HTML/CSS, social media sites, blog criteria, marketing material, and entire branding package. Held weekly meetings to oversee trends, topics, and possible interviews.

The Palms of Largo, Graphic Designer 07/2010 – Present

Developed, designed, and produced a variety of multiple senior living community communication materials. Responsible for managing the creative project development process from concept to delivery, including: printing, cutting, saddle-stitching, folding, packing & shipping production job requests as needed. Photographed several marketing events. Communicated with Production manager on clients, files and meeting specific deadlines.

Artistik Magazine, Graphic Designer 02/2010 – 07/2010

Designed several page layouts for the magazine, assisted with pre-press production and packaging files for final print. Complied research for potential articles, created several designs and concepts, all within strict deadline.

Freelance Graphic Designer 07/2006 – 07/2010

Assisted and consulted with clients based on communication needs. Conceptualized and designed logos, packaging, newsletters, brochures, stationary, posters and catalogs. Managed multiple, simultaneous clients, projects and budgets. Coordinated files for print while referring clients to appropriate printing vendors.

McCumber Daniels, In-House Graphic Designer 07/2009 – 03/2010

Created several Ads for "The Lawyer" Magazine. Corrected previous logos for higher resolution needs. Assisted with the completion of "The Benchmark" newsletter and branding of new logos.

Ice Magazine, Graphic Designer 07/2008 – 06/2009

Researched photography and information for cover design. Designed two-paged spreads for several articles. Assisted and managed other designers' work along with uploading to the main FTP site.

Education:

University of South Florida/Continuing Education 01/2012 – Present

International Academy of Design and Technology 07/2007 – 04/2010
Bachelor of Fine Arts, Graphic Design

Golden Gate High School (Diploma) 08/2004 – 07/2007