

melissaroyer

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Experience

- June 2009- Present **Wunderman**, Irvine, CA
Art Director
- Clients have included Southern California Edison, Hilton, Southwest Airlines, Chase, Blue Shield, Jenny Craig and American Girl
 - Responsible for design and development of a variety of print and digital design projects from concept stage to production stage, often under tight timelines
 - Responsible for look and feel exploration, design and development of Southern California Edison quarterly campaigns consisting of a wide array of deliverables
 - Intelligently manage time and prioritize tasks in order to accommodate as many as twenty projects at one time
 - Frequent collaboration with creative peers to solve design challenges
 - Responsible for presenting work to creative superiors, account directors and clients
 - Designed the company holiday card for 2009
- September 2008- May 2009 **Socal Sign Design**, San Diego, CA
Graphic Designer
- Responsible for concept, design, development, and production of client design needs, company branding, promotional materials, holiday postcards and store signage
 - Vehicle wrap design and pre-production experience
- January 2008- September 2008 **Clear Cut inc**, Poway, CA
Graphic Artist, Web Designer and Photographer
- Responsible for design & development of company print materials
 - Responsible for setup and photography of merchandise, photo editing in RAW format, color correction and web optimization
 - Responsible for website layout, design and copy writing
 - Developed communication skill in coordinating website implementation through long-distance web programmer
 - Responsible for careful input of products into inventory
- March 2005- December 2007 **Circuit City**, San Diego, CA
Product Flow Team Assistant Manager
- Responsible for orchestration among PFT associates of stock replenishment within strict time constraints, ensuring pricing around entire store was always present and current, and the overall cleanliness and strict organization of backstock in the warehouse
 - Formally recognized as an outstanding employee by management on several occasions
 - Hired by manager to execute various design-oriented projects

Education

- 2006-2009 **San Diego State University**, San Diego, CA
Bachelor of Arts in Graphic Design
Summa Cum Laude Graduating Honors
Cumulative GPA 3.96
- 2003-2006 **Palomar College**, San Marcos, CA
Cumulative GPA 3.96, Major GPA 4.00

Awards and Honors

- Awarded *Best of Typography* prize at 2009 AIGA Student Portfolio Review
- Numerous design projects/illustrations chosen for student design/art exhibitions
- Selected for SDSU and Palomar Dean's list, high school Honor Roll student
- Pickens Family Art Scholarship recipient
- Selected for membership Phi Kappa Phi Honor Society

Technical and Special Skills

- Proficient in Adobe CS5: Photoshop, Illustrator, InDesign and Dreamweaver; and the Microsoft Office suite
- Proficient in both Macintosh and Windows computer operating systems
- Outstanding hand skills in art and experience with a wide range of media
- Experience in digital photography with an SLR camera
- Outstanding interpersonal skills in developing relationships and trust
- Drive to succeed innate in work ethic
- Strong ability to focus, willingness to learn and hardworking spirit

References and Portfolio

Available on request

A brief online portfolio of work is accessible at melissacroyerdesign.com