

melissawright

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Career Summary

As a seasoned *Art Director/Graphic Designer* I have extensive experience creating and producing a large array of design solutions for companies such as **T-Mobile, Sprint, and Ecovacs**, International. On a freelance/contractor basis, I've done work for entities such as *Adidas, Special Olympics*, and also with smaller, independently owned businesses and organizations. I have a diverse background in both print and digital, and a great deal of experience collaborating and working on projects with larger international marketing teams in corporate settings.

With a unique skill set that goes beyond graphics and overlaps with Marketing IQ conceptualization, I've always worked well alongside my marketing and copywriting colleagues to develop comprehensive campaign strategies and am adept at exploring and understanding what's needed to successfully and creatively develop a project from start to finish, elevating the brand of any organization I work with by producing both print and digital assets.

In late 2020, I took time off from Graphic Design full-time to learn 3D modeling with an emphasis on creating 3D models for the home. While my focus at present has been 3D modeling in SketchUp, I have continued to do freelance graphic projects such as print and digital Ads, invitations, and Photoshop manipulation and retouching.

At this time I am seeking work, whether as a full-time hire or ongoing contract, using any or all of my skills in Graphic Design and 3D modeling.

Experience

- 3D Modeling for Home Renovation and Design
- Print Advertising
- Direct Mail Marketing
- Social Media Ads, Posts, Banners - static & animated
- Lifestyle imagery for online retail or corporate presence
- Extensive Photo Manipulation
- Product Packaging and label design
- Product Sell Sheets
- Logo design
- Presentations (Print, PPT and Video)
- Brochures
- Illustration
- Iconography
- Website Design
- Video Editing
- Trade Show Booth Graphics
- End-Cap and In-Store Display; concept and design
- Photo shoot direction
- Posters & banners
- Signage - digital & hand-lettered

Skills and Strengths

Adobe Illustrator		SketchUp	
Adobe Photoshop		Web Design	
Adobe InDesign		Illustration	
Adobe Acrobat		Typography	
MS Powerpoint/Office		Creativity	
Adobe Premiere/iMovie		Layout	

Employment

🕒 MJW 3D Modeling & Design – Principal/3D Modeler/Designer / October 2021 to Present

Principal, 3D Modeler - At present, I design and build 3D Models for home remodels and renovations. I work primarily with homeowners to help them visualize what their remodel/renovation will look like BEFORE they begin. In this capacity, I build a model of the space and show what various materials will look like, from tiles to flooring to paint colors, as well as reconfiguring their space by removing walls or adding built-ins.

With an eye toward design, I help homeowners narrow down aesthetic options for their space, as well as help them re-design the physical space for added functionality.

Employment continued...

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🕒 T-Mobile, T- Studios – Senior Art Director – Print, Social, Digital / April 2020 to October 2020

Member of T-Studios, a 120 person in-house creative team. My primary design responsibilities included ideation of national Ad campaign look and feel across all platforms. Creating assets for T-Mobile website and product offerings. Continued role in print and digital realm from duties at Sprint.

🕒 Sprint, Yellow Fan Studio – Art Director – Direct Mail, Print, Social, Digital / March 2017 to April 2020

Member of the 70 person in-house creative team, Yellow Fan Studio. My primary responsibilities were Art Direction and design within the Print and Direct Mail realm, with a secondary focus on Art Direction for digital advertising across all platforms of social media. Creating seasonal toolkits to be employed across all assets. Designing and ideating for national marketing campaigns, both for Sprint and for Sprint partners such as Samsung and Apple, as well as unique internal requests and projects such as ideation, design and layout of a 300-page coffee table book design and layout celebrating Sprint's vast history as they merged with T-Mobile.

🕒 Ecovacs Robotics, Inc. – Lead/Senior Graphic Designer, N.A. – L.A. & Kansas City, MO / June 2013 to Nov. 2016

In collaboration with the U.S. Marketing team and working in conjunction with a co-lead Senior Designer on the Global Marketing team, I managed the International designers and led the branding and re-branding efforts of a multi-million dollar company as it expanded its business into North America and Europe. Projects and responsibilities included:

- *Development and production of extensive lifestyle imagery and graphics for online retail partners such as Amazon, WalMart, Lowe's, BestBuy, Home Depot, Kohls, Wayfair and more.*
- *Product Packaging*
- *Print and Online marketing assets*
- *Product Sell sheets & Brochures*
- *Social Media promotions and posts*
- *POP End Cap and In-line store Displays*
- *Video, collaborative - scripting and editing*

🕒 MJWrightDesign – Freelance Contractor – Portland, OR & Los Angeles, CA / July 2006 to June 2013

Diverse design projects across mediums, including: Logo and identity design, Print and digital advertising, Package and Label design, Illustration, Banners and Signage, Direct-mail Marketing, Presentations (Print, PPT and video), Brochures, Postcards, Website design (WYSIWYG and collaboration with developers).

🕒 Tension Corporation – Creative Designer – Kansas City, MO / January 1995 to July 2006

Through well-targeted design, my work was directly responsible in helping the company gain many large, multimillion-dollar direct mail marketing accounts. I developed artwork for print which encompassed logo design, illustration, photo manipulation & typography. I created and built the Art Dept. intranet job request site, vastly improving job submission, tracking and turn-around times. Led company-wide re-brand, including new logo design in 2011 for their 125th Anniversary.

Education

SketchUpSchool – 2021-2022 – Extensive online course – SketchUp 3D Modeling

JCCC – 2017 Spring semester Web Development – HTML & CSS

University of Central Missouri / BFA (Visual Art and Design)

University of Central Missouri / BSE (Art Education)