

melissa lake

ART DIRECTION + DESIGN

EDUCATION

BFA in Graphic Design, May 2009
Marshall University, College of Fine Arts
Huntington, West Virginia

EXPERTISE

Highly skilled in Adobe Creative Suite,
[Photoshop, Illustrator, InDesign,
Dreamweaver]

Mac OSX and Windows environments,
Wordpress, Basic HTML, Google
Analytics, and file packaging for
various outputs.

BONUS FEATURES

- + Passionate, professional, and highly motivated
- + Receives direction and criticism well
- + Excellent written and verbal communication skills
- + Able to work unsupervised and in a fast-paced environment
- + Enthusiastic Hand-letterer and Illustrator
- + Works happily and effectively with others

CONTACT

melissalakemoran@gmail.com
251.422.8988
melissalake.com

EXPERIENCE

DESIGNER

Red Square Agency (July 2012 - Present)

Collaborated with a large multi-disciplined team to produce a variety of print, web, branding, and TV projects. Worked closely with copywriters to develop creative concepts and executions. Personally established the initial graphic development of materials to effectively communicate strategic initiatives.

PRODUCTION ARTIST

Red Square Agency (December 2010 - July 2012)

Designed, conceptualized, and art directed projects ranging from invitations to television spots. Produced various materials for print and electronic media, edited and built out existing campaigns, and efficiently prepared them for press.

GRAPHIC DESIGNER

PacSync, LLC (January 2010 - November 2011)

Developed company identities, print collateral [brochures, advertisements, business cards, etc.] and images for web. Edited content and visual elements of websites. Managed all social media for PacSync and their clients. Worked closely with the Creative Director to conceptualize branding ideas and advertisements.

CREATIVE INTERN

Red Square Agency (August 2009 - December 2009)

Created new materials for print and web, edited existing projects, and efficiently prepared them for press according to standards of the Creative Director/Art Director. Collaborated with other employees and interns to complete projects within a deadline. Worked with fellow interns to conceptualize, develop, and present the project to the agency.

PRINT DESIGNER

Centers, LLC - Marshall Recreation Center (November 2008 - August 2009)

Designed a variety of printed materials, including brochures, hand-outs, booklets, and large scale posters for display inside the facility. Worked with numerous employees to create promotional materials and t-shirts for events, classes, and corporate sponsorship packages. Prepared all outgoing designs for print and managed in-house printing.
