

Melissa Meisman

Graphic Designer

Work Experience

AssuredPartners, Inc., Cincinnati, OH

Designer

7/21 – 2/22

Created and designed artwork incorporating photography, illustration and text for use in digital and print ads, publications, one-sheets, brochures, exhibits, flyers, presentations, marketing materials, social media graphics and email banners. Proactively presented ideas to refresh, evolve and maintain brand identity. Collaborated with stakeholders, marketing team members and vendors on materials design and execution that are creative and align with brand standards. Created digital design solutions for social media assets, banners, emails, landing pages, websites and sales materials. Collaborated and provided creative graphics for video editor. Designed and maintained graphics and webpages in Ceros for AP lines of business. Created design systems and templates following company guidelines and cohesive AP brand knowledge that allows others to reuse design components for consistency. Comfortable jumping quickly between long and short-term projects while maintaining deadlines. Handled final deliverable quality, including proofing.

The Kroger Co., Cincinnati, OH

Designer

5/19 – 8/20

Partnered with Marketing to support Enterprise and Divisional needs for in-store signage and structures, magazine ads, brochures, flyers and billboards. Collaborated with Art Directors and Copywriters on campaign objectives and developed a creative strategy. Maintained day-to-day developments, revisions to artwork, prepress, preflight, asset management and completed multiple tasks simultaneously to ensure quality results within deadlines. Worked closely with Project Managers and Designers to produce and maintain Kroger master brand graphics.

Print Designer, Circular

6/15 – 5/19

Partnered with Marketing to support promotional plans for Enterprise and Divisional campaigns. Collaborated with Promo Planning to align on campaign objectives, set expectations and develop a creative strategy. Designed the Circular page layouts, directed photography, reviewed weekly ad proofs and guided Production Artists to strengthen creative as needed. Oversaw production changes for the weekly ad. Participated in brainstorming sessions and developed creative for store events and seasonal campaigns. Designed for Pharmacy and The Little Clinic, working with Management and Legal with knowledge of regulations and requirements. Set and achieved rapid project goals in an appropriate time. Ensured files were print-ready, clearly outlined crucial information for Marketing, Production Specialists, Regional Production Designers and Artists.

Upstream 360, Cincinnati, OH

Office Manager

3/14 – 6/15

Prepared and assisted in creative workshops for new product development. Assisted Post Production with graphics and images as needed. Facilitated day-to-day operations. Arranged travel for employees, clients and talent. Responsible for overall office activities, mail, shipping and purchasing requests and facilities.

Triumph Signs and Consulting, Milford, OH

Designer

7/11 – 3/14

Designed corporate signs and layouts of supporting structures for the Banking, Petroleum, Lodging and Retail industries. Responsible for designs on the largest account in the company, BMO Harris Bank, which included all indoor/outdoor signage, ATM structures, survey summaries, branding catalogs and decals within the ATM channel. Developed ATM surrounds, canopies, wraps and kiosks based on engineering specifications. Learned ADA compliances and collaborated with engineers to update to new standards. Created trade show backdrops, brochures, and posters. Designed print and digital presentations for clients.

Independent Contractor, Cincinnati, Ohio

Licensed Massage Therapist

7/09 – 7/11

Kibby Raynor Productions, Milford, OH

Graphic Designer, Crew Manager

11/01 – 7/09

Subcontractor for many large international and small local companies, as well as the US Navy. Created video covers, product packages and labels, logos, website ads, video sets and props. Designed, built and maintained company website. Assisted Editors with color correction and graphics. Operated teleprompter, built sets, grip work and craft services. Managed video crew, scheduled and organized video shoots from local businesses to national brands. Maintained crew database, organized and filed documents, processed applications, invoices and crew timesheets.

Education

eCornell User Experience Design

Obtained a certificate for UX/UI through eCornell online from Cornell University. Courses taken: Human-Centered Design, Planning & Conducting User Research, Creating User Personas, Developing a Design Concept, Prototyping & UX Feedback and Evaluating Usability.

2/21 – 6/21

The Art Institute of Cincinnati, Cincinnati, Ohio

Associate Degree in Applied Science/Graphic Design

Graduated February 16, 2001

SHI Integrative Medical Massage & Traditional Acupuncture School, Lebanon, OH

Graduated April 19, 2009

Licensed by the State Medical Board of Ohio

Skills & Capabilities

Adobe CC: Illustrator, Photoshop, InDesign, Acrobat Pro

Microsoft: Word, Excel, PowerPoint

Ceros

UX/UI: Balsamiq & Figma

Excellent organizational skills

Dedicated to achieving high-quality results

Experience with extensive product research and confidential corporate products

Professional Highlights

Member of the Alumni Advisory Board at The Art Institute of Cincinnati

Participated in the 48 Hour Film Project

Secret Artworks: Painted artwork for fundraiser

Big Pig Gig: Created a profitable porker sponsored by Anthem Blue Cross/Blue Shield

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References Available Upon Request