

Melissa White

DESIGN & PRODUCTION PROFESSIONAL

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www.evolvingdesignstudios.com

Areas of Expertise

Graphic Design
Typography
Prepress/Production
Project Management
Art Asset Management
Mockups/Comps

Catalog/Direct Mail
Advertising/Marketing
Magazine/Newspaper
Book/Book Plus
Packaging/Barcodes
FDA/Legal Compliance

Technical Skills

Mac/Windows
Adobe CC
Powerpoint/Keynote
Word/Pages/Excel
PitStop/FlightCheck
HTML/CSS/JavaScript

Master Pages/Style Sheets
Photo Retouching
Interactive Layer Comps
Interactive PDFs/Forms
Font Management
FileMaker Pro/ProofHQ

Professional Experience

Marketing Coordinator | LifeHelp | Oct 2014–Present

Manage the development, design and production of consumer direct mail campaigns for life insurance products, including strategy, timelines, budgets, design and prepress. Process data and produce mail solicitation file for print vendor/mail house. Oversee the production and accuracy of all campaign reporting. Design, edit, optimize and deliver all marketing promotions for Client Service Department, including brochures, sell-sheets, presentations, emails, web banners/buttons, videos, etc., ensuring style guide is followed. Update corporate website via content management system. Facilitate weekly departmental meetings. Create and maintain department policies and procedures. Supervise Marketing and Sales Assistant, including workload management and annual performance evaluations.

Freelance Graphic Designer and Production Manager | Evolving Design Studios | May 2004–Present

Sole proprietor, offering graphic design and production management services to individuals, small businesses and large agencies, remotely or on-site. Proven ability to quickly acclimate to new projects and environments, taking ownership and consistently delivering quality results.

Production Artist | Giant Creative Strategy | Oct 2012–Sep 2013

Lead artist for Genentech brand at a pharmaceutical advertising agency. Coordinate and execute all art and editorial changes to print and digital collateral. Coordinate with accounts, traffic, editorial and production to prioritize concurrent deadlines and advise achievable expectations. Build mechanical files and execute client changes adhering to strict brand and legal guidelines. Collaborate with Creative to select and process master art and logos. Assist other brand leads with excess workload. QA and release flawless, final files on schedule. Design and update new business materials and presentations. Design internal HTML e-mail communications.

Production Artist | Kane & Finkel Healthcare Communications | Nov 2010–Oct 2012

Lead artist for Gilead brand at a pharmaceutical advertising agency. Coordinate and execute all art and editorial changes to print collateral, including advertisements, brochures, product packaging and convention booth graphics. Collaborate with accounts, traffic and editorial to prioritize deadlines. Utilize ProofHQ to implement changes and track project phases. Collaborate with Creative to select and process master art and logos. Assist other brand leads with excess workload. QA and release flawless, final files on schedule. Design and update new business materials and presentations.

Production Designer/Manager (contract) | Conscious Dancer Magazine | Feb 2009–Sep 2013

Design and production consultant for quarterly, startup magazine. Collaborate with Publisher and Art Director to design and produce each issue. Design ads, marketing materials and editorial layouts including photo research and image production. Implement an organized Dropbox network for team member's remote access to current projects, and an easy to navigate archive system. Implement systems for tracking publishing schedules, editorial content, advertising submissions, and art budgets, fostering adherence to deadlines and achieving a decrease in cost.

Senior Production Artist (contract) | SolutionSet | Sept 2009–Sept 2010

Assist the production team with completion of catalog and direct mail projects. Build mechanicals, manage regional version control/variable data, perform QA and release final files. Production lead for 2009 Fall Dell Gaming Catalog.



Art Production Associate | Ode Magazine, USA | Nov 2007–June 2008

Assist with the design and production of monthly magazine layout working closely with creative director to follow brand guidelines. Source stock art and coordinate contributing illustrators. Utilize style sheets, master pages and InCopy. Coordinate proofing process with outside prepress house. Design client advertising. Reformat each issue into Dutch language for second printing.

Design Studio Manager (promotion) | Palace Press International | April 2007–Oct 2007

Manage design and production of high-end, coffee table books and limited edition packaging. Coordinate all phases of each title with design, sales, editorial, production and shipping. Oversee high volume of art asset management. Preflight and release all final files. Facilitate QA of all prepress proofs across all departments. Procure, train and supervise freelance design staff.

Production Coordinator | Palace Press International | Nov 2006–April 2007

Coordinate production of print brokerage projects (books, card decks, puzzles, games). Preflight client files and work closely with overseas printers/prepress vendors to coordinate schedules and budgets, and provide materials samples and proofs to clients. Work with a programming consultant to design a FileMaker Pro database specific to the company's project management needs, focusing on budgets, schedules and tracking of project milestones.

Production Coordinator | String Letter Publishing | March 2006–Oct 2006

Coordinate layout and production of two monthly and two quarterly music magazines working closely with advertising, designers and editorial staff. Design ads and preflight all client-provided advertising. QA and release final files.

Graphic Designer and Production Manager | Marinscope Papers | Sept 2005–Feb 2006

Coordinate advertising materials for five weekly newspapers. Design ads and seasonal tabloids. Collaborate with layout editors to complete each issue, preflight and release final files. Hire, train and supervise team members.

Graphic Artist | The Daily TriPLICATE | June 2004–June 2005

Design ads for daily newspaper. Layout classified sections. Design seasonal tabloids.

Volunteer

Graphic Design and Production | Super Stars Literacy | June 2014–Present

Design print and online collateral, including invitations, programs and web banners for annual fundraising gala.

PR and Communications | Trinity Repertory Singers | August 2014–Present

Create and maintain list of local media outlets (print, online, radio, and television) and liaise with Simpson University Music Department Promotion Coordinator to facilitate timely production and release of press releases, concert posters/flyers and concert Programs, including proofing and design, on an as-needed basis. Coordinate event photography. Implement and maintain a TRS website (in progress).

Education & Career Development

Bay Area Video Coalition (2013): HTML, CSS, JavaScript; Design for Mobile Devices

Academy of Art University (2010): HTML, CSS, JavaScript; Usability for the Web; Advanced Digital Imaging

San Jose State University (2004): BA: Art & Design Studies

Portfolio

www.evolvingdesignstudios.com