



melminnella

Creative Direction | UX | Print | Web

melminnella.com

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919.414.6985

Experience:

Solarwinds, Morrisville, NC

Creative Manager { 5.2019 - Present }

Art Direction | Design | Project Management

Samanage, Cary, NC

Creative Services Manager { 1.2018 - 5.2019 }

Art Direction | Design | Event & Web Design

LexisNexis, Raleigh, NC

Lead Designer { 5.2012 - Present }

Art Direction | UX | Design | Event Design

Connexion Technologies, Cary, NC

Corporate Graphic/Web Designer { 2.2008 - 3.2011 }

Design | UX | Web Content Management

News and Observer, Raleigh, NC

Ad Designer, Classified { 4.2004 - 2.2008 }

Creative Services Member | Rookie of the Year 2004

iN DEMAND, New York, NY

Contract Designer { 5.2001 - 8.2001 }

Print Design | Web Asset Creation

Time Warner Cable, New York, NY

Contract Graphic Designer { 12.1999 - 4.2001 }

Print Ads

Revlon, New York, NY

Contract Graphic Designer { 6.1998 - 1.1999 }

Pre-press Print

Education:

Mercer County Community College

AAS, Advertising Design { 5.1995 }

Higher Honors | Dean's List | Phi Theta Kappa

Mason Gross School Of The Arts

Rutgers University { 9.1992 - 12.1993 }

Graphic Design | Dean's List

Awards:

Communicator Award for Poster Design

Hermes Gold Award for Ad Design

Marcom Platinum Award for Poster Design

Hermes Gold Award for Book Design

Highlights:

Solarwinds

- Currently leading a full rebrand of corporate and marketing assets with a team of four designers, four production artists and video and UX teams

LexisNexis

- One of five members who served on a global brand council tasked with realigning full portfolio of products to one cohesive brand
- Managed brand compliance for design of interface for company software products
- Consulted on UX for migration of one of our microsites to a new CMS platform
- Developed an on-boarding training plan and managed designer in Manila, Philippines
- Provided art direction on an interactive white paper that resulted in a 25% conversion rate for the full download and over 400 possible leads
- Managed and mentored student interns
- Designed a report that was covered on the front page of the Wall Street Journal and the homepage of the wsj.com
- Built and managed marketing blog

Connexion Technologies

- Supported sales and marketing team that put the company on the inc. 500 list 2 years running. The magazine did a spread on our founder.

Associations:

American Mensa

Triangle UXPA

Freelancer's Union