



# MELISSA MINNELLA

Art Direction | UX | Print | Web

| melissaminnella.com  
| melissaminnella@gmail.com  
| 919.414.6985

## Experience:

### **LexisNexis, Raleigh, NC**

Corporate Graphic/Web Designer { 5.2012 - Present }  
Design | UX | Art Direction

### **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

### **The Pilot, Southern Pines, NC**

Graphic Artist { 1.2003 - 3.2004 }  
Print Design

### **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

## Associations:

Triangle UXPA  
Freelancer's Union

## Awards:

2010 Communicator Award for Poster Design  
2010 Hermes Gold Award for Ad Design  
2009 Marcom Platinum Award for Poster Design

## Skills:

Adobe CS, WordPress, MS Office, HTML/CSS, UX  
Basic knowledge of JS, PHP

## Highlights:

### **LexisNexis**

- | Managed brand compliance for design of software interface for two of our software products
- | Consulted on UX for migration of one of our microsites to a new CMS platform
- | Collaborated with senior branding in UK office on ideas for new content
- | Developed an on-boarding plan and trained 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
- | Manage and provide direction to student interns
- | Designed a report that was covered on the front page of the Wall Street Journal and the homepage of the wsj.com

### **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.