



MELISSA MINNELLA

Art Direction | UX | Print | Web

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| 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.