



# MELISSA MINNELLA

Creative Direction | UX | Print | Web

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## Experience:

### LexisNexis, Raleigh, NC

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

### The Pilot Newspaper, Southern Pines, NC

Ad Designer, Display { 4.2002 - 2.2004 }  
Print Design, Special Projects, Pagination

### 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  
Higher Honors | Dean's List | Phi Theta Kappa

### Mason Gross School Of The Arts

Rutgers University  
Graphic Design | Dean's List

## Associations:

American Mensa  
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

## Highlights:

### LexisNexis

- † One of five members serving 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
- † Collaborated with senior branding in UK office on ideas for new content
- † Developed an on-boarding training plan and manage 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 mentor 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.