



# melminella

Creative Direction | UX | Print | Web

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## Experience:

### **Samanage, Cary, NC**

Creative Services Manager { 1.2018 - Present }  
Art Direction | Design | Event & Web Design

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

Creative Manager, Design { 5.2012 - 12.2017 }  
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

## 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  
AIGA  
Freelancer's Union

## Awards:

Communicator Award for Poster Design  
Hermes Gold Award for Ad Design  
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.