

melissawright

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Career Summary

As a seasoned *Graphic Designer* I have extensive experience creating and producing a large array of design solutions directly for, or as a third party vendor, to such entities as: *Sprint, Adidas, Lowe's, Bed, Bath & Beyond, Special Olympics and others*. With a diverse background in both print and digital, I have broad experience collaborating and working on projects with both larger international marketing teams in corporate settings, and also one-on-one with smaller, independently owned businesses.

With a unique skill set that goes beyond graphics and overlaps with Marketing IQ conceptualization, I work well alongside my marketing and copywriting colleagues to develop comprehensive campaign strategies and am adept at exploring and understanding what's needed to successfully and creatively develop a project from start to finish, elevating the brand of any organization I work with by producing both print and digital assets such as:

- *Print Advertising*
- *Direct Mail Marketing*
- *Social Media Ads, Posts, Banners - static & animated*
- *Lifestyle imagery for online retail or corporate presence*
- *Extensive Photo Manipulation*
- *Product Packaging and label design*
- *Product Sell Sheets*
- *Logo design*
- *Presentations (print, PPT and Video)*
- *Brochures*
- *Illustration*
- *Iconography*
- *Website Design*
- *Video Editing*
- *Trade Show Booth Graphics*
- *End-Cap and In-Store Display; concept and design*
- *Photo shoot direction*
- *Posters & banners*
- *Signage - digital & hand-lettered*

Skills and Strengths

Adobe Illustrator		Web Design	
Adobe Photoshop		Illustration	
Adobe InDesign		Typography	
Adobe Acrobat		Creativity	
MS Powerpoint/Office		Layout	
Adobe Premiere/iMovie		Googling everything	

Work Experience

🕒 Sprint, Yellow Fan Studio – Art Director – Direct Mail, Print, Social, Digital / March 2017 to Present

Member of the 60 person in-house creative team, Yellow Fan Studio. My primary design responsibilities fall within the Print and Direct Mail realm, however, all team members provide skills and services throughout Yellow Fan and the entire company as needed. Work entails designing and ideating for national marketing campaigns, both for Sprint and for Sprint partners such as Samsung and Apple.

🕒 Ecovacs Robotics, Inc. – Lead/Senior Graphic Designer, N.A. – L.A. & Kansas City, MO / June 2013 to Nov. 2016

In collaboration with the U.S. Marketing team and working in conjunction with a co-lead Senior Designer on the Global Marketing team, I managed the International designers and led the branding and re-branding efforts of a multi-million dollar company as it expanded its business into North America and Europe. Projects and responsibilities included:

- *Development and production of extensive lifestyle imagery and graphics for online retail partners such as Amazon, WalMart, Lowe's, BestBuy, Home Depot, Kohls, Wayfair and more.*
- *Print and Online marketing assets*
- *Social Media promotions and posts*
- *Product Packaging*
- *Product Sell sheets & Brochures*
- *POP End Cap and In-line store Displays*
- *Video, collaborative - scripting and editing*

continued...

Work Experience continued...

⦿ MJWrightDesign – Freelance Contractor – Portland, OR & Los Angeles, CA / July 2006 to June 2013

Diverse design projects across mediums, including: Logo and identity design, Print and digital advertising, Package and Label design, Illustration, Banners and Signage, Direct-mail Marketing, Presentations (Print, PPT and video), Brochures, Postcards, Website design (WYSIWYG and collaboration with developers).

⦿ Tension Corporation – Creative Designer – Kansas City, MO / January 1995 to July 2006

Through well-targeted design, my work was directly responsible in helping the company gain many large, multimillion-dollar direct mail marketing accounts. I developed artwork for print which encompassed logo design, illustration, photo manipulation & typography. I created and built the Art Dept. intranet job request site, vastly improving job submission, tracking and turn-around times. Led company-wide re-brand, including new logo design in 2011 for their 125th Anniversary.

Education

JCCC – 2017 Spring semester Web Development – HTML & CSS

University of Central Missouri / BFA (Visual Art and Design)

University of Central Missouri / BSE (Art Education)