

# melissawright

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## Career Summary

As an experienced Art Director/Graphic Designer I have an extensive background creating a large array of design solutions for companies such as **T-Mobile, Sprint, and Ecovacs Robotics**. On a freelance basis, I've done work for entities such as Adidas, Special Olympics, and Target as well as working with smaller, independently-owned businesses and organizations.

I have a diverse background in both print and digital, and a great deal of experience collaborating and working on projects with larger international marketing teams in corporate settings.

I've always worked 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.

**In late 2020, I needed to take time off for family/personal reasons**, but continued to do graphic design on a freelance/contract basis, and also carved out the time to take an extensive online course to learn 3D modeling – (SketchUp/SU Podium). Currently, I am using all of my skills doing graphic design and 3D Modeling, but am seeking another full-time (on-site or remote) position with the right company.

## Experience

- Print Advertising
- Direct Mail Marketing
- Social Media
- Lifestyle imagery for online retail or corporate presence
- Extensive Photo Manipulation
- Product Packaging and label design
- Product Sell Sheets
- Logo design
- Presentations (Print, Keynote, PowerPoint and simple Video)
- 3D Modeling for Home Renovation and Design
- Brochures
- Hand Sketching and digital Illustration
- Iconography/Marketing Toolkits
- Website Design
- Light 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		Adobe Premier/iMovie	
Adobe Photoshop		SketchUp	
Adobe InDesign		Website Assets/ Drag & Drop Builds	
Adobe Acrobat		Illustration	
MS Powerpoint/Office		Typography	
Keynote		Light Copywriting	
Figma			

## Employment

### 🕒 MJW Graphic Design & 3D Modeling – Art Director/Graphic Designer / October 2020 to Present

Currently, I am the Principal of a Graphic Design and 3D Modeling business providing design solutions for all things design related – from print to digital, logo design, lifestyle imagery, product packaging – and am also creating 3D models for home renovations. In this capacity, I work directly with homeowners and general contractors to create models that facilitate the entire remodeling process – from design to structural layout.

*Employment continued...*

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🕒 **T-Mobile, T- Studios – Senior Art Director – Print, Social, Digital / April 2020 to October 2020**

Member of T-Studios, a 100+ person in-house creative team. My primary design responsibilities included ideation of national Ad campaign look and feel across all platforms. Creating assets for T-Mobile website and product offerings. Continued role in print and digital realm from duties at Sprint.

As a Sr. Art Director/Art Director with T-Mobile/Sprint, I was one of a team of eight A.D.'s within the studio, which produced digital ads, social media, print, direct-mail, product packaging, OOH (billboards), videos, various collateral for internal partners – including occasional posters and powerpoint presentations – as well as overseeing the work of designers and interns.

🕒 **Sprint, Yellow Fan Studio – Art Director – Direct Mail, Print, Social, Digital / March 2017 to April 2020**

Member of the 70 person in-house creative team, Yellow Fan Studio. My primary responsibilities were Art Direction and design within the Print and Direct Mail realm, with a secondary focus on Art Direction for digital advertising across all platforms of social media. Creating seasonal toolkits to be employed across all assets. Designing and ideating for national marketing campaigns, both for Sprint and for Sprint partners such as Samsung and Apple, as well as unique internal requests and projects such as ideation, design and layout of a 300-page coffee table book design and layout celebrating Sprint's vast history as they merged with T-Mobile.

🕒 **Ecovacs Robotics – 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.*
- *Social Media promotions and posts*
- *Updated Branding and Identity*
- *Product Packaging*
- *Print and Online marketing assets*
- *Product Sell sheets & Brochures*
- *POP End Cap and In-line store Displays*
- *Video, collaborative - scripting and editing*

🕒 **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 (Drag & Drop builds, 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

### **BFA in Visual Art and Design**

University of Central Missouri - Warrensburg, MO

### **BSE in Art Education**

University of Central Missouri - Warrensburg, MO

### **Continuing Ed in Web Development – Basic HTML**

JCCC - Overland Park, KS

### **Online Course, SketchUp/3D Modeling and Rendering (SU Podium)**

SketchUp School - Remote/Online course

Currently taking **Online Course for Figma – UI/UX**

Skills/Links continued...

## Software/Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Acrobat
- Apple Keynote
- Figma - (Beginner/intermediate)
- Sketchup - 3D Modeling
- SUPodium - Rendering
- Microsoft Office
- Microsoft Teams
- Slack
- Workfront
- Mac OS
- Typography
- Digital Illustration; Hand Sketching
- Light Copywriting
- Light Video Editing
- Mural Design - Digital and Hand painted

## Links

<https://www.mjwrightdesign.com>

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## Awards

**KCDMA Ambit Awards - 7 total: 3 Gold and 4 Silver** for various Marketing campaigns.

Working with a 6 person team, I did the design and creative ideation for 3 separate Sprint Business B2B and B2C Direct Mail marketing campaigns. For these pieces we won 7 Ambits: 3 Gold and 2 Silver.