



MELISSA SWANSON

1153 LAFOND AVENUE • ST. PAUL, MN 55104
651.621.0808 • MSWANSONART@GMAIL.COM
SUCHFUNAREWE.CARBONMADE.COM

I hope to secure a position in a creative, progressive, ethical and risk-taking company, where my flexibility, speed, sense of humor, and ability to design on-my-feet will be valued and rewarded.

RELATED EXPERIENCE:

GRAPHIC DESIGN MANAGER, LANCER HOSPITALITY - MENDOTA HEIGHTS, MN

May 2015 - Current (Hired as Production Designer May 2015. Promoted to Senior Designer July 2016. Promoted to Graphic Design Manager July 2017.)

- Design customer-facing collateral, including print and digital retail menus, print and digital ads, social media imagery, web graphics and more for a wide assortment of cultural attraction partners (including Science Museum of Minnesota, Minnesota Children's Museum, Minnesota Zoo, Woodland Park Zoo in WA, Memphis Zoo, and Oklahoma City Zoo), business and industry clients (Xcel Energy, PEMCO in WA, Deluxe and Comcast), and many colleges campuses nationwide.
- Collaborate with our various venue partners to ensure our menus, designs and promotions are sensitive to their customers' needs, follow each individual company's brand standards, and reflect the culture of the location and their visitors/employees.
- Partner with clients and Lancer CEO/Directors to design venue branding - including name, logo, menu layout/style and inside decor. Provide ideas about paint choices, surface facings, etc. as required.
- Provide art direction to the designers on my team, including providing thumbnails and collaboration.
- Act as final copy editor on designers' work before proofs are sent to clients for approval.
- Create custom vector illustration with a digital tablet for signage, menus, decor and logos.
- Proof, edit and write original copy as needed. Puns and wordplay a specialty.
- Design, layout and assist with copy editing multiple page proposals for Business Development. Many of my proposals and Power Point presentations were successful in landing Lancer new accounts.

LEAD STORE GRAPHIC ARTIST, WHOLE FOODS MARKET - ST. PAUL, MN

March 2007 - May 2015

- Designed, printed, processed and installed in-store signage, decor and advertising.
- Worked within strict corporate design standards to produce pieces that were fun and had local flavor, while still being strongly branded and cohesive with the Global and Regional corporate identity and feel.
- Created flyers, social media graphics, customer collateral, promotional pieces, print and digital ads that drove customers to the stores, and promoted company culture.
- Illustrated, hand-lettered, and designed chalkboards and other real-media decor pieces.
- Project managed, art directed and mentored two assistant graphic artists.
- Wrote and edited copy to educate customers on the company's values and ethics, as well as inform guests about organic standards, greener food systems and sustainability issues.

PROGRAM KNOWLEDGE & SKILLS:

- Proficient with Adobe Suite, including Illustrator, InDesign, Photoshop, Acrobat Pro, Lightroom and Premiere Pro.
- Strong hand-lettering and typography skills. I love typography and have a "font buying problem."
- Talented, passionate illustrator. Comfortable in both digital and real media.
- Experienced and comfortable with tight deadlines, fast turnarounds, and producing quality work in timely fashion.
- Self-directed with strong time-management skills.
- Enjoy copy-writing, word play, puns, slogan and tag line creation and general language-related mischief.

EDUCATION:

UW River Falls - BS in Broad Area Art, Minor in Professional Writing - Creative