



Melissa Borden
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EXPERIENCE

EDUCATION

University of North Carolina at Chapel Hill - May 2014
B.A., Journalism & Mass Communication
Editing and Graphic Design Sequence

Lorenzo de' Medici Institute
Florence, Italy - Spring 2012

SKILLS

Illustrator
InDesign
Photoshop
Layout
Digital Publishing
After Effects
Web Design
CSS
HTML
WordPress
AP Style
Social Networking
Leadership

AWARDS

2014 Michigan State MSUSND Competition
1st place, Infographics
2nd place, Sports Page
1st place, Special Sections (art direction)
1st place, iPad Magazine (art direction)

UNC's Dean's List every semester

REFERENCES

S&A Communications, Cary, NC

Graphic Designer

May 2014 - Present

- Designing layout and graphics for *Auto Remarketing* news magazine and other Cherokee Media Group magazines (*Cary Magazine* included)
- Creating print collateral, branding, ads and marketing for all of our clients
- Coding email templates using CSS and HTML for clients
- Preparing multiple publications for print and digital editions

The Looma Project, Chapel Hill, NC

Lead Designer

Sept. 2014 - Present

- Updating brand and creating website design, working with WordPress
- Strategizing best methods for permanent attachments and QR codes
- Designing clothing tags for clients
- Problem solving ways to engage customers and create digital engagement

UNC Campus Recreation Special Events and Marketing Team, Chapel Hill, NC

Graphic Designer

Aug. 2013 - May 2014

- Generating campaign ideas for special events, fitness classes, and campus recreation related activities
- Designing campaigns across multi-platforms such as posters, digital ads, web sliders, and mobile apps

Synapse iPad Magazine, UNC-Chapel Hill

Graphic Designer

Aug. 2013 - Jan. 2014

- Starting a tablet-only magazine for news that matters to the community
- Integrating interactive design with long-form journalism
- Launching and promoting the magazine for Nov. 12, 2013

Zero Canvas, Chicago, IL

Design Intern

May 2013 - Aug. 2013

- Collaborating with a team of 12 other creatives to plan and create a theme for the INDYCC conference in Dec. 2013
- Designing print promotional pieces, logo design, branding, and the design for the website indycc.org
- Working with clients in the region and helping plan smaller conferences

The Daily Tar Heel, Chapel Hill, NC

Design and Graphics Desk and Multimedia Desk

Aug. 2011 - May 2013

- Designing inside pages, front page illustrations, sport pages, Dive covers
- Creating informational graphics and writing blogs

Flourish Magazine, UNC-Chapel Hill

iPad Art Director

Jan. 2013 - May 2013

- Creating style guide and overall aesthetic of *Flourish*
- Leading 12 designers and meeting individually to further push creativity
- Implementing interactivity through digital publishing in InDesign
- **MSUSND competition**, first place, iPad (2014)

Available upon request

**Ask about my freelancing capabilities*