

# MELISSA BORDEN



art direction & graphic design



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## EXPERTISE

Layout Design

Web Design + UI/UX Design

Email Design & Development

Conceptualizing + Wireframing

Social, Email & Display  
Ad Campaigns

## COMPETENCIES

Google Analytics Knowledge

User Testing Strategies

Front-End Development

Trade Show Displays

## GRAPHIC

Illustrator, Photoshop

InDesign, After Effects

## CODE

HTML & CSS, PHP, WordPress

Javascript (Front End), GitHub

## EXPERIENCE



### Associate Art Director, TriMark Digital

April 2016 - Present, Raleigh, NC

I began my career here as a **hybrid designer/developer** working on accounts across multiple industries in conjunction with several departments (content, paid media, creative, SEO and account strategy) to deliver high performance results. My versatility has allowed me to work within tight deadlines and deliver longer in-depth brand strategy for TriMark's largest client. Because of this, I was promoted to Associate Art Director, to help lead our tier 1 client's brands and help facilitate the growth of our design team's skills.

- Lead 6+ design team members with campaigns across multiple media platforms
- Design landing pages and websites utilizing strategic UI/UX design decisions from start to finish with conceptualizing, wireframing, mood boards and full design proofs
- Collaborated with the video team to win a Silver Telly Award for "Use of Graphics" in the Commercials/Marketing category
- Develop landing pages in PHP and WordPress to drive action
- Create engaging emails and social design with motion, custom illustration and layout design for higher engagement rates
- Enhance internal branding and marketing for company events and client relations

### Graphic Designer, S&A Communications

May 2014 - April 2016, Cary, NC

I worked on many of the print publications S&A produced and received creative freedom to use design strategy and to see the work through, from start to finish.

- Designed font page covers, special sections and graphics for a number of automotive magazines, and prepared those for print bi-weekly
- Designed ads for different clients who advertised in S&A's publications and 2 special advertising spreads in *Southern Living*
- Created branding and print collateral for our PR clients
- Coded email templates and grew my front-end development skills

### Lead Graphic Designer, The Looma Project

Sep 2014 - Feb 2017, Chapel Hill, NC

The Looma Project is a startup where I worked part time to help build the brand and initial product concepts. It was a small team of four, but I learned a lot about problem solving and pivoting business goals for a changing product.

- Designed ecommerce microsites for different clients and tablet app experiences
- Created website design and worked with WordPress to finish our splash page
- Strategized best methods for permanent attachments and QR codes on different clients products to tell a maker's story

## EDUCATION

### University of North Carolina at Chapel Hill, Class of 2014

B.A., Journalism & Mass Communication, Editing and Graphic Design Sequence

Related Experience: *The Daily Tar Heel* Graphics Desk, Marketing Designer for Campus Rec.