

*Hey there, I'm Melissa.*

## **Melissa Meyer**

Designer

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## **Education**

**College for Creative Studies Detroit MI**  
**Bachelor of Fine Arts in Graphic Design**  
**Graduation: May 2011**

## **Work Experience**

**VMLY&R Detroit, MI**  
**Associate Director Experience Design**  
**September 2019 - Present**

Collaborated with a team of strategists, other user experience designers and developers on a variety of digital experiences for our Ford client. Responsible for everything from high level CX solutions for future based experiences, to working with developers on agile sprints for production websites.

**McCann Detroit Birmingham, MI**  
**Freelance Designer**  
**March 2019 - September 2019**

Worked with the GM fleet team on the launch of the new gmfleet.com set in the responsive quantum platform. Specifically designing and executing the model overview pages for Chevrolet, GMC, Buick, and Cadillac.

**Rebel Marketing Detroit, MI**  
**Freelance Designer**  
**November 2017 - March 2019**

I worked on a wide variety of branding, website, digital, and print collateral for several small business clients for a start up marketing firm.

**Leo Burnett Detroit Troy, MI**  
**Art Director**  
**July 2014 - March 2017**

I functioned as a digital art director for the Silverado client. My work ranged from concepting and designing for chevy.com as well as OLA, and other online advertising executions.

Later, I was the lead art director for "always on" content for the GMC and Buick social clients. I focused mainly on the day to day social media concepts and executions. I worked with photographers to create the look and feel that embodied the brands, as well as created unique posts across multiple platforms.

**Commonwealth // McCann & Goodby Silverstein and Partners Detroit, MI**  
**Art Director**  
**January 2012 - July 2014**

I concepted and designed in both digital and print mediums for the Chevrolet client. My work ranged from homepage takeovers, photo art direction, dealership signage, promotional campaigns, chevrolet.com pages, and online advertising.

## **Software Knowledge**

**Proficient in:**

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Sketch, Figma