

# MELISSA GONZALEZ

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theoneandonlymeli.com

## WORK EXPERIENCE

ACD Design  
LG ELECTRONICS | NJ | Nov 2016 - Present

- Developing conceptual 360° brand platform campaigns from ideation to execution.
- Creative direction of lifestyle, product photo and video shoots, including set design, propping, costume design, casting, on-set direction and oversight of post-production color correction and photo retouching.
- Helped grow diversity through casting.
- Managing and mentoring junior designers to maintain brand guidelines, utilize design best practices, and to grow as designers and colleagues.
- Design and implementation of executional campaign tactics including brand photography assets, online video, banner ads, social posts, TV spots, out-of-home, print, and websites.

Art Director  
AKQA | NY | Nov 2014 - Nov 2016

- Developed conceptual campaigns from ideation to execution for retail stores.
- Managed a small team of junior designers to maintain brand guidelines and to grow as designers.
- Design and implementation of executional campaign tactics including photography, out-of-home, and print.

Senior Designer  
IMG/WME | NY | July 2013 - Nov 2014

- Art direction in brand development for large marketing events
- Development and design implementation of large scale events including print and stadium signage

Art Director  
MOMENTUM | NY | Sept 2010 - July 2013

- Art Directed beverage photo shoots
- Conceptualized seasonal campaigns for on and off premises in the adult beverage category
- Played a key role in developing yearly brand campaigns
- Developed new packaging for specialty flavors

Designer  
MAJOR LEAGUE SOCCER | NY | Feb 2009 - Sept 2010

- Managing and executing creative for large scale experiential events, advertising campaigns and other initiatives for the league as well as its teams, properties and partner sponsors
- Directed radio and commercial recordings

Junior Designer  
MAJOR LEAGUE SOCCER | NY | June 2007 - Feb 2009

- Art Directed and conceptualized seasonal campaigns and their photoshoots
- Collaborated with senior designers, account supervisors, copywriters, product designers, and production team to ensure quality of end product
- Helped win over 10 million dollars in new business.

## EDUCATION

PRATT INSTITUTE  
BFA in Communication Design  
Graduated 2007

BAUHAUS UNIVERSITY  
A semester abroad  
Spring 2006

## AWARDS

National ADDY  
Regional ADDY  
New York ADDY  
Communication Arts Award  
Communicator Award  
Summit Award  
Hermes Creative Award  
W3 Award  
REGGIE Award

REFERENCES UPON REQUEST.