
AM

ALEXA MELORO

CREATIVE DESIGN
LEAD

PORTFOLIO

www.acmdesigns.studio

CONTACT

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SOFTWARE

Adobe Creative Suite
HTML & CSS
Microsoft Suite
Adobe Acrobat
MAC / PC Platforms
DotDigital
Sprout



PROFESSIONAL SUMMARY

Qualified Creative Design Lead with over 9 years of comprehensive experience in the graphic design field. Proven track record of leading and inspiring cross-functional teams to deliver innovative design solutions that drive business objectives. Adept at translating brand visions into compelling visual narratives across digital and print platforms. Skilled in project management, team collaboration, and strategic planning to ensure the successful execution of design projects from concept to completion. Recognized for combining artistic creativity with a deep understanding of market trends and user experience principles. Ready to leverage expertise in graphic design to elevate brands and exceed expectations.



EXPERIENCE

CREATIVE DESIGN LEAD

2018 Nielsen-Kellerman Company | Jun 2018 - Present

- Led and managed a team of designers to conceptualize and execute creative design solutions across various projects, ensuring adherence to brand guidelines and company specifications.
- Spearheaded the development of innovative design concepts for print, digital, and multimedia platforms, resulting in increased brand visibility and engagement.
- Collaborated with cross-functional teams, including marketing, product development, and sales, to translate business objectives into compelling visual narratives.
- Oversaw the entire design process from concept to final execution, including ideation, prototyping, and production, while maintaining project timelines and budgets.
- Provided mentorship and guidance to junior/mid level designers, fostering their professional growth and enhancing team productivity.
- Conducted regular design reviews and provided constructive feedback to team members, ensuring the delivery of high-quality design assets.
- Stayed on top of industry trends and best practices in graphic design, incorporating new techniques and technologies to enhance design capabilities and deliverables.
- Successfully managed multiple projects simultaneously, prioritizing tasks and resources to meet project objectives and deadlines.
- Collaborated with external vendors and agencies to source specialized design services and ensure seamless project execution when needed.

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SKILL SET

Graphic Design
Brand Identity Development
Creative Direction
Layout Design
Typography
Illustration
Communication Skills
Team Leadership
Creative Problem-Solving
Attention to Detail
Trend Awareness



EXPERIENCE

GRAPHIC DESIGNER

2015 Barksdale School Portraits | Jun 2015 - Jun 2018

- Successfully managed and coordinated an array of projects from concept through completion.
- Leverage creative and technical talent to create all marketing materials.
- Utilized extensive knowledge of the Adobe Creative Suite to develop cutting edge design concepts, graphics and layouts.
- Optimized layouts by determining sizing and arrangement of each component.

MARKETING ASSOCIATE / RECEPTIONIST

2014 Synergy Integrated Medical Center | Sept 2014 - May 2016

- Held responsibility for supporting the work of the marketing team on projects directed at maximizing company profits and developing high impact sales strategies & marketing campaigns.
- Assisted with promotional activities and organized market research.



EDUCATION

BACHELOR OF ARTS & SCIENCE, MAJOR IN MEDIA DESIGN FOCUSED IN DIGITAL PUBLISHING

Wilmington University | 2013 - 2017

ASSOCIATE IN MEDIA DESIGN

Wilmington University | 2013 - 2015



CORE SKILLS

Print & Digital Design



Social Media Marketing



Photography & Photo Editing



Videography



Multimedia Design



Project Management



Email Marketing



User Experience (UX/UI) Design

