



MARIA DEL MAR MELÉNDEZ | GRAPHIC DESIGN | ART DIRECTION | PHOTOGRAPHY
561 670 4323 | MARIADELMAR_MM@YAHOO.COM | MARIMELÉNDEZ.COM

To whom it may concern,

I have been a practicing graphic designer for 20 years. In that time I have gained valuable experienced in art direction, design and production of all manner of printed materials including logos, branding, advertisement, brochures, collateral, packaging, outdoor and the like. I am proficient with industry-standard design software including InDesign, Illustrator, Photoshop and all Adobe programs. I am also proficient in pre press and production while handling and delivering a project from beginning to end. I have experience in directing, organizing and art directing photo-shoots as well as TV and radio production. I have spent the last 10 years developing my photography skills. My experience, creative eye and advanced photo editing skills would be an added benefit to any creative team.

I take great pride in my work and always strive to deliver effective and targeted creative solutions that fit my clients needs and goals. I am reliable, creative, hard-working and work well in a fast paced, collaborative environment. My career goals are to continue to grow as a designer, collaborate with teams to make awesome experiences while using my creativity, knowledge and experience to benefit my employer.

Please contact me if I can provide you with further information. I look forward to the opportunity of working together.

Thank you for your time and consideration.

Sincerely,

María del Mar Meléndez / Mari*



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PROFESSIONAL ATTRIBUTES

Skills: Proficient in Adobe CC industry-standard software such as InDesign, Illustrator, Photoshop and all Adobe Creative Cloud programs. Proficient in both Mac & PC.

Print: Ability to compose and execute pre press and print techniques that range from basic four-color process to complex separation for specialty printing, including process and multiple spot printing, spot varnishes, embossing, die-cuts, foil stamping and letterpress. Proficient in all facets of press checks.

Design: Experienced in corporate identity, high-end design and visual branding. Excellent sense of color, negative space, and proper use of type. Ability in arranging graphic elements so that they are aesthetically clean and pleasing. Strong sense in conceptualizing ideas and translating them visually on target.

Art Direction: Manage all phases of the artistic design and production of advertisements, print materials and collateral, as well as, broadcasting. Develop innovative advertising concepts, create samples and layouts, consult with clients to ensure it meets guidelines, and produce final product while ensuring excellent quality.

PROFESSIONAL EXPERIENCE

2018 – Present

Waterfront Properties And Club Communities | Jupiter, FL

Art Director: Responsible for concept, art direction and implementation of Waterfront Properties complete rebrand including print, web, multimedia, photography and outdoor signage. Developed and implemented an updated corporate brand and branding system including logo, a complete brand guideline book, collateral and all marketing templates, photography requirements, and new specialty marketing pieces. Responsible for the coordination and execution of agents photography for all marketing materials, photo editing, styling, casting and props, as well as, handling all pre press production and press checks. Managed all phases of the projects as well as a team of designers, copywriters, and production artists.

2012–2018

Freelance Photography and Graphic Design | Palm Beach Gardens

Photography: Specializing in infant, pregnancy and family photography. Extensive experience using Adobe Photoshop, Lightroom and Bridge for color correction and manipulation, removal of unwanted objects and anomalies, photo management and archiving. Logistics of planning photoshoots, scouting locations, props and wardrobe.

Graphic Design: Creative conceiving, design execution and production for projects including corporate identity, collateral, web, email, outdoor and more.

Clients Include: Boner Group contract work, Nova Fructus, The Yoga Room, Jardines Armoniosos, Puerto Rico Relief Flight

PROFESSIONAL EXPERIENCE

2010–2012

Zimmerman Advertising Agency | Fort Lauderdale, FL

Art Director/Sr. Graphic Designer, Lennar Homes: Responsible for concept, art direction and execution of marketing campaigns and brand development in print, web, multimedia & outdoor signage. Responsible for all project phases and direction of a team of designers, copywriters and production artists.

Senior Graphic Designer: Assisted in the development and execution of retail marketing campaigns including branding, advertising, packaging and photography for a wide range of clients and markets. Assisted and co-managed a team of designers, copywriters and production artists through all project phases.

Clients include: Lennar Homes, Boston Market, Fire House, Florida Panthers, Pep Boys, White Castle, Party City, Friendly's

2007–2009 Full time | 2010, 2012, 2014-2016 Contract work

The Boner Group, Advertising Agency | West Palm Beach, FL

Art Director: Developed innovative advertising concepts, graphic elements and brand development via print, radio, TV and outdoor advertising for a wide range of clients and markets. Implemented design direction and conceptualize creative solutions uniquely tailored to meet client objectives. Responsible for the coordination and preparation of photoshoots, TV/radio taping and editing, styling, casting and props, as well as, handling all prepress production and press checks. Directed the development of corporate identity systems and their collateral support, branding, advertising, packaging, and photography. Managed all phases of the projects as well as a team of designers, copywriters, and production artists.

Clients include: Palm Beach Kennel Club (2010 Silver ADDY® Award), Palm Beach Community College, Delray Beach Marriott, St. Mary's Medical Center (2010 Silver ADDY® Award), Good Samaritan Medical Center (2010 Silver ADDY® Award)

2006–2007

Machado García-Serra (MGS) Communications, Advertising Agency | Coral Gables, Miami, FL

Senior Graphic Designer: Worked in team to development creative advertising concepts and brand development for local, regional and national clients for the general and Hispanic market. Our areas of execution included print, radio, TV and outdoor advertising. Additional duties included execution of the graphic elements for various concepts as well as managing a team of designers, copywriters, and production artists.

Clients include: Publix, FPL, Toyota, TracFone

PROFESSIONAL EXPERIENCE

2004–2006

COSMYK Group, Design Firm & Advertising Agency | *Miami, FL*

Senior Graphic Designer & Art Director: Implement design direction and conceptualize creative solutions uniquely tailored to meet client objectives. Coordinate all facets of projects and interact with clients, vendors and printers to successfully conclude each project. Develop corporate identity systems and their collateral support, branding, advertising, packaging, and photography. Design development, print production, project management and vendor coordinator, as well as creating in-house materials and streamlining internal structure.

Clients include: Terra Group Developers, Cervera Real Estate, Related Group projects such as Trump Towers, Icon Las Vegas, Las Ramblas Vegas

2000–2004

Curran & Connors, Inc., Design Firm, Annual Reports & Corporate Literature | *New York, NY.
Fort Lauderdale Division*

Graphic Designer: Responsible for all aspects of design from concept to printed pieces, including high-end brochures, annual reports, print advertising, and collateral material. Communicate and collaborate with clients, vendors and other related parties and coordinate all facets of the project. Responsible for layout development, font selection, photography, photo shoot direction, paper specification, type specking, photo retouching and manipulation; as well as handling all prepress production and press checks.

Clients included: Kerzner, Carnival Cruise Lines, Sports Authority, Del Monte, Chico's
Produced several award-winning pieces.

For further references I would gladly provide you with a more detailed client list.

EDUCATIONAL TRAINING

Bachelor of Arts in Graphic Design

Minors: Advertising, Fine Arts, Photography

Flagler College, St. Augustine, FL

Graduated April 2000

WEBSITE

www.marimelendez.com