

melissa zepeda

Graphic Designer

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profile

Experienced Graphic Designer with a consistent record of exceeding client expectations by producing and delivering designs within their branding guidelines, when applicable, or entirely new branding by deadline and within budget. Using skills learned as an artist, along with organizational and management skills, to become a better graphic designer helping to make the world a little better while creating user-centered experiences and meaningful designs.

technical skills

print design	● ● ● ● ●	adobe cc	● ● ● ● ●	wordpress	● ● ● ● ●
branding	● ● ● ● ●	html	● ● ● ● ●	ms office	● ● ● ● ●
web design	● ● ● ● ●	css	● ● ● ● ●	os/windows	● ● ● ● ●

additional skills

advertising & marketing • editorial design • copy editing • logo design • typography • illustration • photo editing • photo manipulation • social media management • content management systems • photography • video editing • UI/UX

employment

July 2011 — present

Independent Contract Graphic Designer

- Designed and developed marketing materials for local businesses and school districts, maintaining consistency across media in integrated campaigns
- Communicated with clients to develop custom advertisements and marketing collateral
- Projects included logos, flyers, posters, full size banners, and page layouts
- Maintained and sustained long-term client relationships through continued support and easy accessibility for rush projects

Trinity University
Sept 2014 — present

Classical Studies Department Manager

- Revamped promotional materials including flyers, newsletters, and information packets, resulting in increase of both donors and majors
- Streamlined the budget, making it more cohesive and easing the department chair's responsibilities
- Effectively maintained multiple academic programs simultaneously
- Coordinated large events with over 100 attendees
- Kept a busy department of 8 full time faculty running smoothly, ensuring course schedules, travel arrangements and reimbursements, and guest speakers arrangements were completed quickly and efficiently

Trinity University
Sept 2012 — Sept 2014

IRBM Program Coordinator

- Balanced and maintained five year National Science Foundation (NSF) grant budget for Integrated Research in Biomathematics (IRBM)
- Managed the IRBM program, including supervising student workers, designing and producing IRBM graphics, maintaining IRBM website, and planning program events
- Provided administrative support for an academic program and Math Department of 10 full time faculty

education

2015-present

Trinity University

Completed 31 hours, courses include: Visual Communication, Web Design, Magazine Design, Principles of Advertising, Communication Capstone, Designing Strategically, Visual Communication and Culture

BA, 2010

University of Colorado, Boulder

Bachelor of Arts, Classical Studies (Minor in Fine Arts)
Study Abroad, Athens, Greece