

Melissa Secco

Web, Digital & Print Designer

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MELISSASECCO.COM

EXPERIENCE

09/2019–PRESENT Creative & Digital Design Manager; Eversight
Ann Arbor, Michigan

11/2016–09/2019 Senior Designer & Marketing Coordinator
Promoted

- Manage and develop visual brand on all web, digital emails, print, interactive and events in supporting Marketing team
- Manage budgets, relationships with vendors, freelancers, designers, interns, printers including overseas in South Korea
- Design: User Interface (UI), custom Wordpress, email/digital marketing through Virtuous, event collateral, social media, digital and print banners, publications, annual reports, direct mailers, infographics and more for both external philanthropic or surgeon audiences and internal

04/2013–11/2016 Senior Designer/Brand Manager; Zoku LLC
Greater NYC area

- Manage visual brand standards on all web, digital emails, print and tradeshow materials
- Manage photo/video shoots and plans, budgets and outside talent including copywriters, designers, photographers, videographers, PR and Tradeshow booth companies
- Work with team overseas in China for print and production
- Design: User Interface (UI), custom Shopify, email/digital marketing through Mailchimp, packaging, renderings, publications, catalogs, sales materials, presentation decks, tradeshow booths, signage, product engravings, social media and more

07/2012–4/2013 Senior Designer; Merkury Innovations

09/2010–07/2012 Junior Designer; Promoted
New York, New York

11/2009–9/2010 Freelance Designer; Florio Design
New York, New York

TimBar Metro Packaging and Display
Greater NYC area

SUMMER 2009 Design Intern; Blue Whale Labs LLC
Design Intern; Florio Design
New York, New York

09/2008–04/2009 Design Intern; WMU Design Center
Kalamazoo, Michigan

PROGRAMS & KNOWLEDGE

Design & Web programs: Photoshop, InDesign, Illustrator, Wordpress, Shopify, Mailchimp, Premiere Pro, Lightroom, Classy, Adobe Acrobat

Remote workforce: Slack, Zoom, Skype, Teams

Project management & CRM: Trello, Hubspot, Virtuous

Other: Microsoft, PPT master templates, Givesmart, OneDrive, Sharepoint, Direct mail, Data merges, Photo-editing, video, hand-made mockups

EDUCATION

2005–2009 Bachelor of Fine Arts in Graphic Design
Western Michigan University (WMU),
Dean's List Graduated Summa Cum Laude
Gwen Frostic School of Art, Kalamazoo, MI

EXHIBITIONS

2009 Ah Ha!, Co-curated Design Exhibition
DeVries Student Gallery, WMU Richmond Center

Suupaa Pop!, Co-designed wall graphics
Albertine Monroe Brown Gallery, WMU

2008 Book Concrete Showcase
Sangren Hall Showcase, WMU

'Communicate' AIGA Postcard Exhibition
DeVries Student Gallery, WMU Richmond Center

RCVA Student Print Exhibition
DeVries Student Gallery, WMU Richmond Center

2006 East Hall Gallery Photography Exhibition
East Campus, WMU

AWARDS

2021 Winner, 27th Annual Communicator award
Eversight 2023 Strategic Plan

2016 Winner, 53rd Annual American Graphic Design Awards
Koji Brand Packaging

2008 Gwen Frostic Art School Enrichment Grant