

MELISSA BUMSTEAD | GRAPHIC DESIGNER

SUMMARY

Talented graphic designer with seven years of professional experience in print, environmental graphics and front-end web design. Design strengths include a clean design aesthetic, innovative problem solving, marketing and business insight, and a passion for details. Exceptional client communication skills as well as managing subordinates. Seeking projects and clients who are looking for out-of-the-box design solutions anchored in left-brain thinking.

PROFESSIONAL EXPERTISE

SKILLS:

- Environmental Graphics & Signage
- Branding and Research
- Corporate Collateral
- Logo Design
- Page Layout Design
- Front-end Web Design
- Proficient on Windows and Mac

PROFICIENT IN :

- Photoshop
- Illustrator
- InDesign
- Powerpoint

WORKING KNOWLEDGE:

- Dreamweaver
- Flash

PROFESSIONAL EXPERIENCE

2007 – PRESENT
DESIGNER, OWNER

Melissa Bumstead Design Studio

Los Angeles

Created compelling and successful design solutions for varied clients. Accountable for budgeting and deadlines as well as multitasking jobs and client communication. Responsible for all aspects of design from sketch to print.

SELECTED ACCOMPLISHMENTS:

- Art directed and designed sites: www.PackmanAssociates.com, www.DesignBlue.com and www.SmittenInvitations.com, and www.AGNet.com.
- Designed the comprehensive Mission Reseda project including: book design, logo design, posters, postcards, flyers, and Powerpoint presentation.
- Created branding, web, and corporate collateral system for Architectural Firm.
- Branded and designed print and signage system for Hope Chapel of the Valley.
- Designed newspaper advertisements and posters for a world-renown Stock Trading Company, EWT Trading.
- Collaborated on advertising and design campaign for a large youth rock concert.
- Redesigned a successful 120 page Powerpoint presentation for a financial planner to better explain his financial solutions to his clients.
- Designed user interface design for AGNet.com, a teacher-to-parent web tool.
- Created branding and advertising for non-profit fundraising event in Malibu, including banners, wayfinding, t-shirt design, logo, posters and postcards.

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2009 – 2009
DESIGN, MARKETING

Aerospace Federal Credit Union

El Segundo, CA

Collaborated with Marketing Manager to create new collateral that closely matched the identity and brand of the credit union. Created branding systems and utilized marketing and design skills for print and web design.

SELECTED ACCOMPLISHMENTS:

- Created complete branding for youth financial products including web design, flash games, illustration, credit card design, brochure and posters, direct mailers and copywriting.
- Designed direct mailing and collateral pieces that felt cohesive as a whole while being unique and interesting, to meet targeted MCIF database results.
- Wrote content for blog that was both informative and interesting, bringing a new depth of personality to the credit union.

2004 – 2007
DESIGNER

RTKL Associates Inc.

Los Angeles

Assisted a wide range of clients develop and continue visual identities and brands. Created wayfinding and signage, logos, brands and identities, book and brochure design, print and packaging design. Worked collaboratively in a team environment.

SELECTED ACCOMPLISHMENTS:

- Managed a team of freelancers, designed and traffic-directed book design for an International Architectural Design Competition, Failaka Island.
- Created successful corporate logos for world renown shopping centers such as Frisco Square, Downtown SunnyVale, and Bellevue Square Mall.
- Designed multifaceted signage system for Palazzo Westwood, a mixed-use residential center.
- Incorporated cutting-edge technology and designed signage and wayfinding systems for Bellevue Square Mall.
- Collaborated on event graphics for the Cleveland Clinic/Canyon Ranch “Wellness Center” project.

2002 – PRESENT
DESIGNER, OWNER

Smitten Invitations

Los Angeles

An online wedding invitation company specializing in customized letterpress invitations and greeting cards.

SELECTED ACCOMPLISHMENTS:

- Created internationally successful blog www.MelissaSmitten.blogspot.com
- Designed website and user interface for www.SmittenInvitations.com
- Designed business and marketing collateral.
- Designed and art directed over 150 unique stationery designs.
- Earned stellar reputation within the wedding industry.

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- 2001 – 2004
TEACHER'S AID
Otis Art College of Design Los Angeles
Worked one-on-one with students, assisted instructor in administrative duties, critiques, grading and lectures for freshman, sophomore and junior design classes.
- SUMMER 2003
INTERN
I.E. Design Hermosa Beach
Worked in a team atmosphere under a creative director. Work included logo development, branding, brochure, layout and design for clients such as UCLA and DaVita.
- FALL 2002
INTERN
Matteo Home Furnishings Los Angeles
Designed new print collateral within the company's established branding system.

EDUCATION

- 2001 – 2004
Otis Art College of Design, Los Angeles
B.F.A. Communication Art, with honors
- 1999 – 2001
Moorpark Community College, Moorpark, California
General Education

ACHIEVEMENTS

- 2006 RTKL Archibald Rogers Award for Social Action
2004 Dean's List, Otis Art College (2002, 2003, 2004)
2003 Otis Art College Intuitional Grant
2002 Ben Maltz Scholarship, Otis Art College
2001 Moorpark Community College Art Award
1999 Thousand Oaks High School Scholarship Foundation Award
1999 Thousand Oaks, Westlake Village Chamber of Commerce Scholarship

ART SHOWS

- 2001 Moorpark Community College, single show
2001 Moorpark Community College, collaborative show

Recommendations available upon request.