

MELISSA BLANCO SILVA

GRAPHIC DESIGNER

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EDUCATION

MAY 2005

UNIVERSITY OF FLORIDA

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

MINOR IN ART HISTORY

CONCENTRATION IN BUSINESS

SPRING 2002–MAY 2005

DEAN'S LIST 3.6 GPA

EXPERIENCE

MARCH 2008–PRESENT

SENIOR DESIGNER – DOINK, INC., MIAMI, FLORIDA.

Worked in a small, multi-faceted studio. In charge of design projects from quoting to scheduling to client relations. Coordinated all aspects of production with various vendors. List of clients include AUDI, Discovery Latin America, UM Sylvester, BACARDI, Belen Preparatory, Executive National Bank, Royal Caribbean, and the Latin Builders Association.

MAY 2006–MARCH 2008

DESIGNER – BULLZEYE CREATIVE, MIAMI, FLORIDA.

Involved in all aspects of the design process from ideation to preparing files for output. Worked closely during production with vendors. Worked with companies such as TUUCI, 1909 Cafe and Hometown Magazine.

JUNE 2005–MAY 2006

DESIGNER – COSMYK GROUP, MIAMI, FLORIDA.

Worked in fast-paced advertising agency with clients including The Related Group, Terra Group and Trump International. Created branding for start-up hot dog franchise, Franktitude. Participated in naming, brand strategy, production, and design of a multitude of collateral materials including direct mail, brochures, billboards, packaging and business systems.

INVOLVEMENT

APRIL 2005–2010

MEMBER – AIGA, MIAMI, FLORIDA.

AUGUST 2003–MAY 2005

MEMBER – VOX GRAPHIS, UNIVERSITY OF FLORIDA *(university-funded organization)*

Fund-raising committee chairperson. Aided in the set-up of Ligature, a student-run juried design exhibition.

SPRING 2003–MAY 2005

MEMBER – GOLDEN KEY HONOR SOCIETY *(a nationally recognized honor society)*

Accepted Sophomore year based on gpa and department recommendation.

SKILLS

ILLUSTRATOR, INDESIGN, PHOTOSHOP

POWERPOINT, KEYNOTE

MAILCHIMP, CONSTANT CONTACT

MICROSOFT OFFICE

MAC + PC OPERATING SYSTEMS

DETAILED MOCK-UPS

PHOTOGRAPHY

PRINTMAKING *(screenprinting, intaglio)*

SPANISH *(hola)*

INTERESTS

RECIPE TINKERING

DACHSHUNDS NAMED NAPOLEON

ANYTHING AQUA