



Melissa Matos Design

Portfolio Q4 2021

CASE STUDY

LA Zoo Lights
360° Rebrand

Having lost their partner & funding, the LA Zoo Lights needed breakthrough creative for a triumphant return post-2020. With some elementary updates, colorful cues & new suite of signage & collateral, this 6-week rushed rebrand brought in more ticket sales than prior years combined before opening day.

- BRANDING
- SOCIAL MEDIA MARKETING
- TVC CREATIVE DIRECTION
- ENVIRONEMNTAL DESIGN
- DIGITAL MARKETING

Previous creative



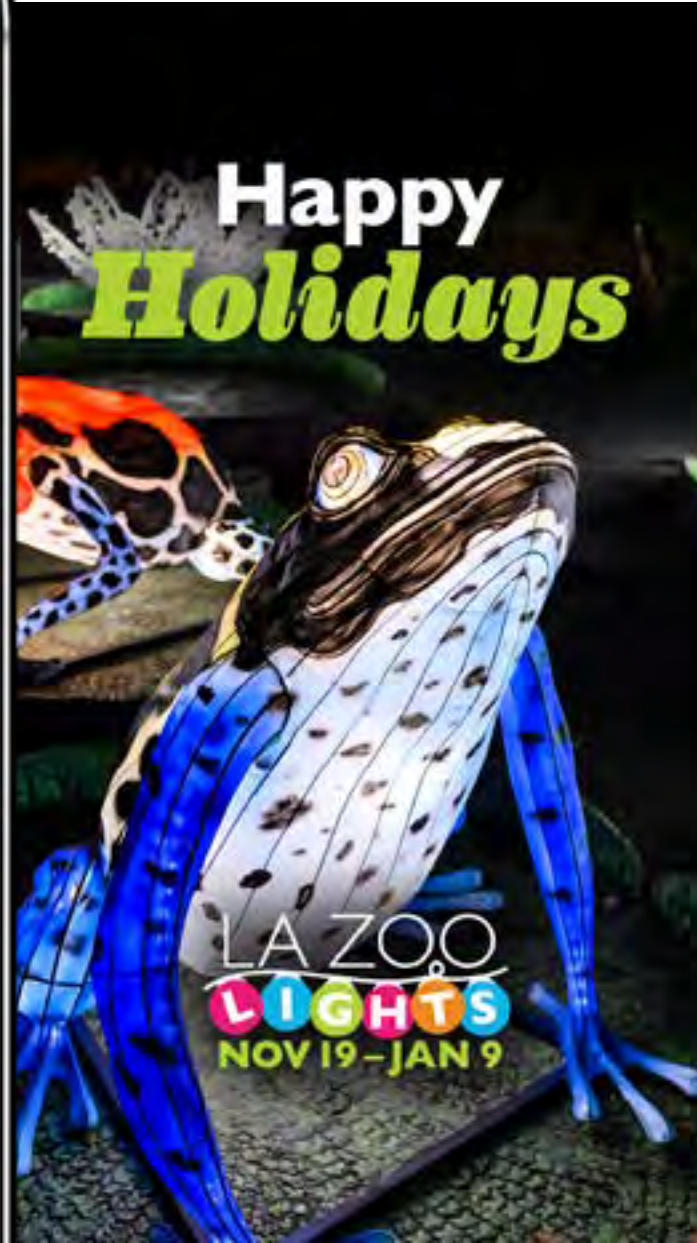
LA ZOO LIGHTS NOV 19 - JAN 9

LAZoo.org/ZooLights



LOGO ANIMATION

MOBILE MAP



CASE STUDY

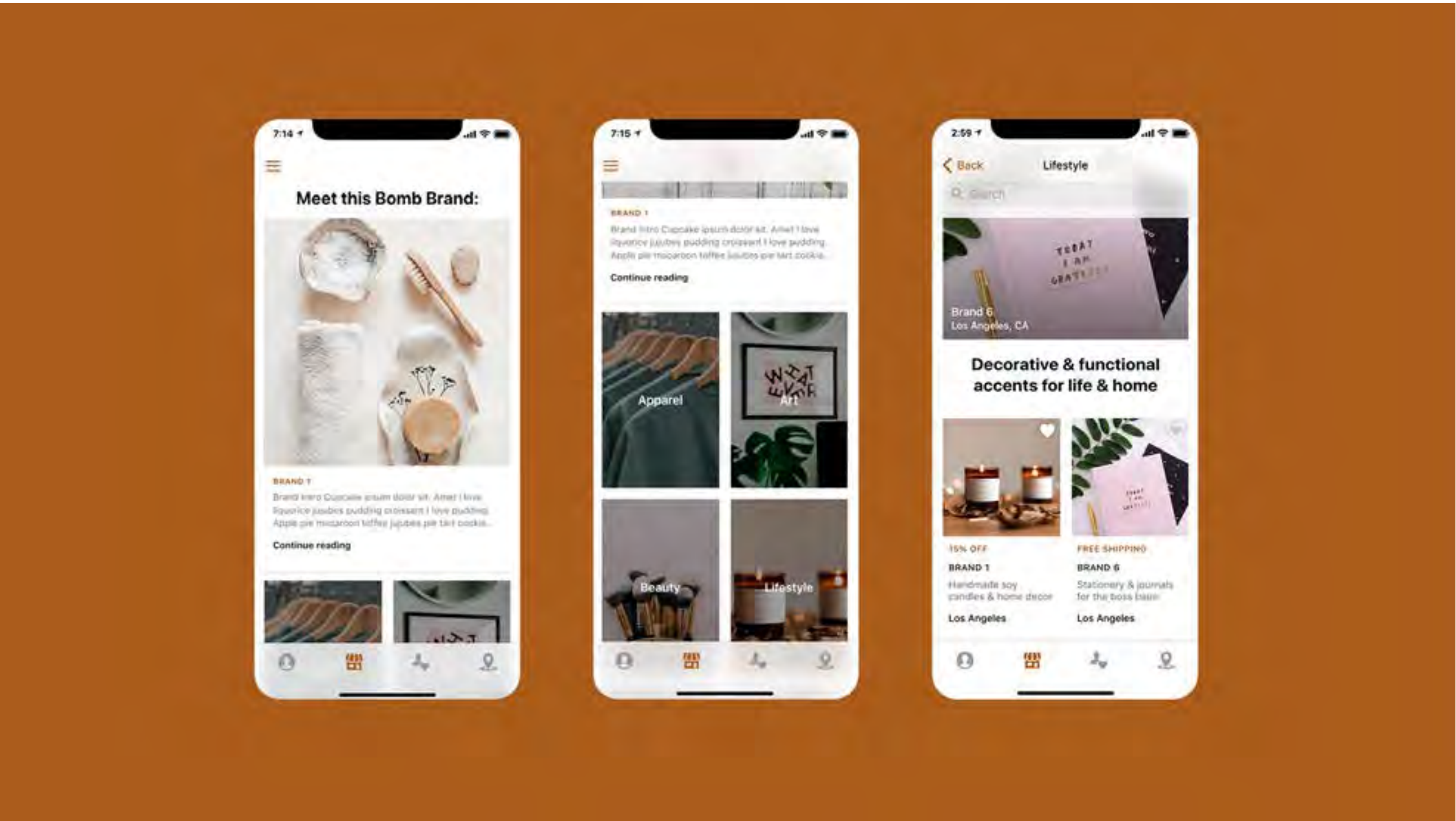
The WoMi™ App No-Code MVP

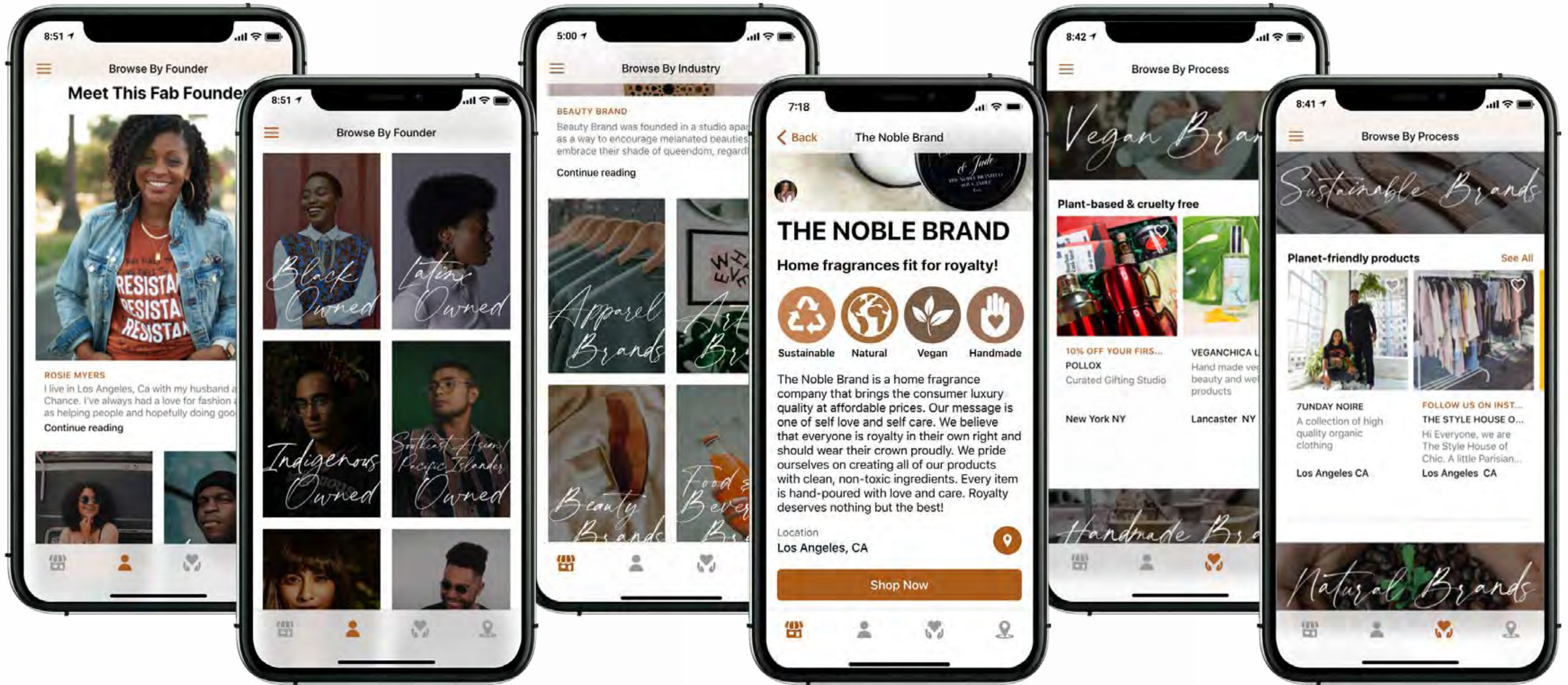
As my Instagram Story Highlights maxed out, I need a solution for continuing my weekly series #WoMiSmallBiz, reviewing products from & shouting out small businesses owned by women & minority entrepreneurs. I needed a platform that took the guess & search work out of supporting small businesses, amplifying as many alternatives to big box brands as possible to conscious consumers.

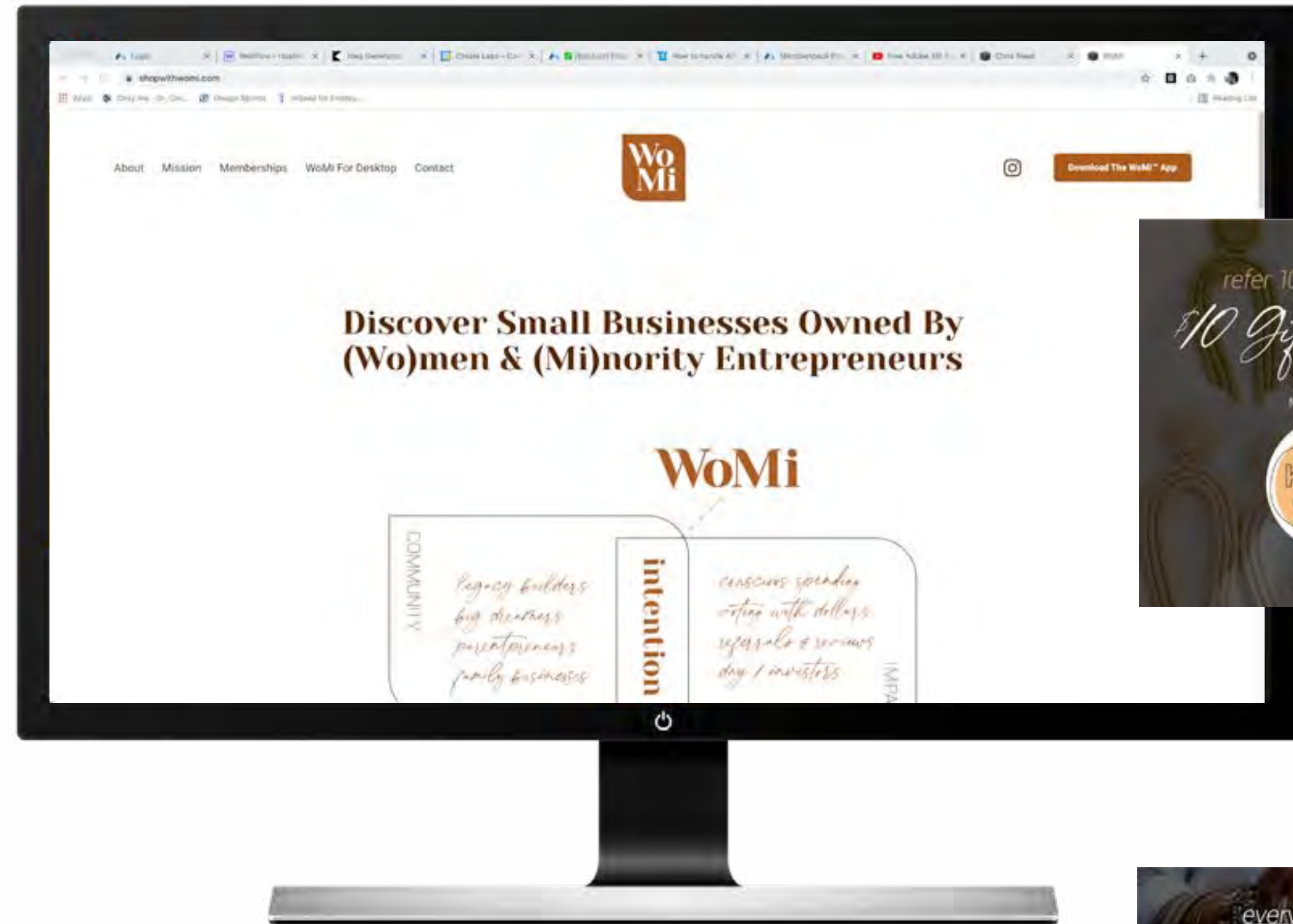
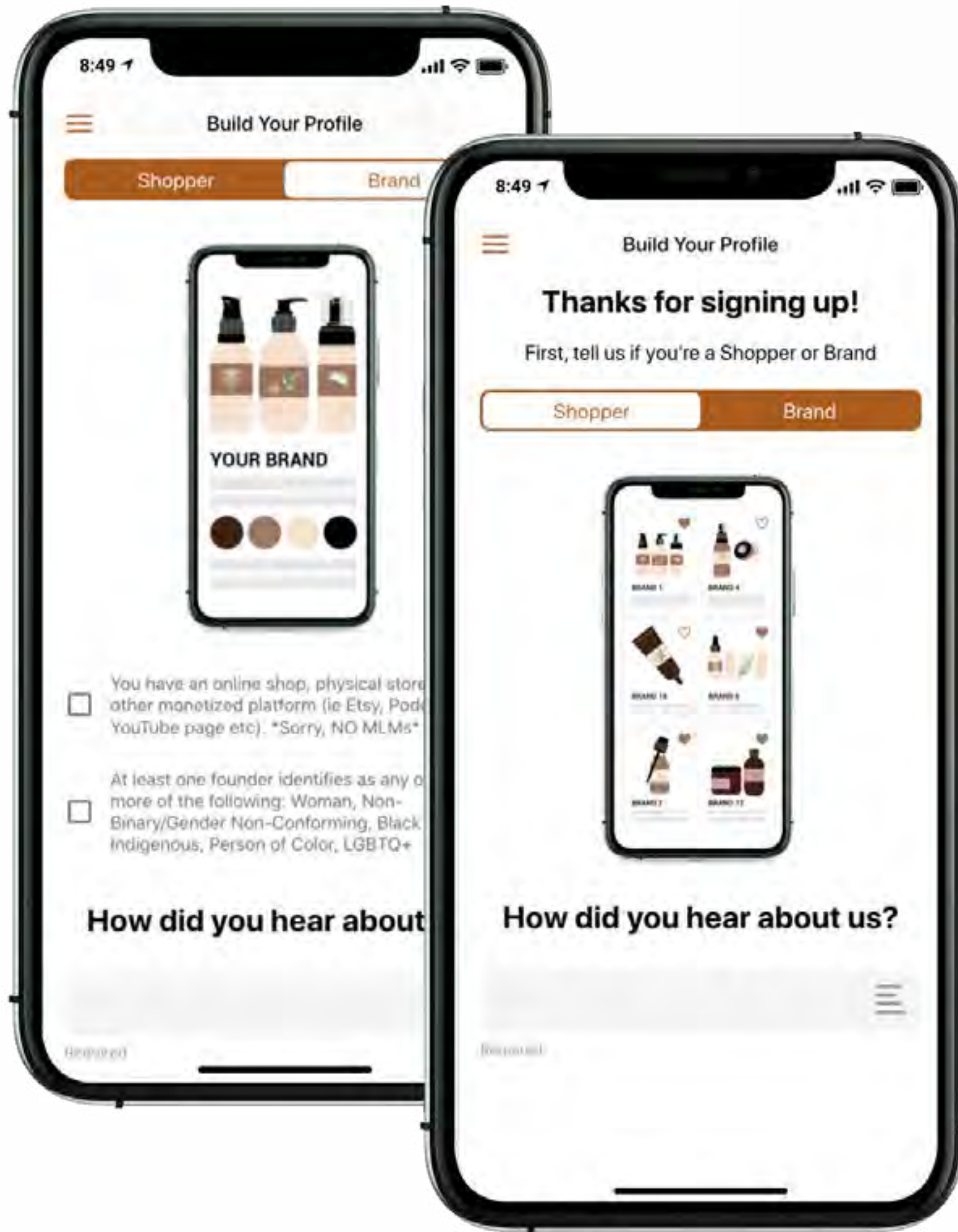
The resulting directory app built on Glide has seen 266% YoY increase in downloads, features over 175 small businesses, and boasts a resume of virtual events plus digital community eager to grow together.

- USER RESEARCH
- PRODUCT DESIGN
- BRANDING
- NO-CODE APP DEVELOPMENT
- UX DESIGN & WRITING
- UI PROTOTYPING
- SOCIAL MEDIA MARKETING
- EVENT MARKETING
- WEBSITE DESIGN

[LEARN MORE](#)







CASE STUDY

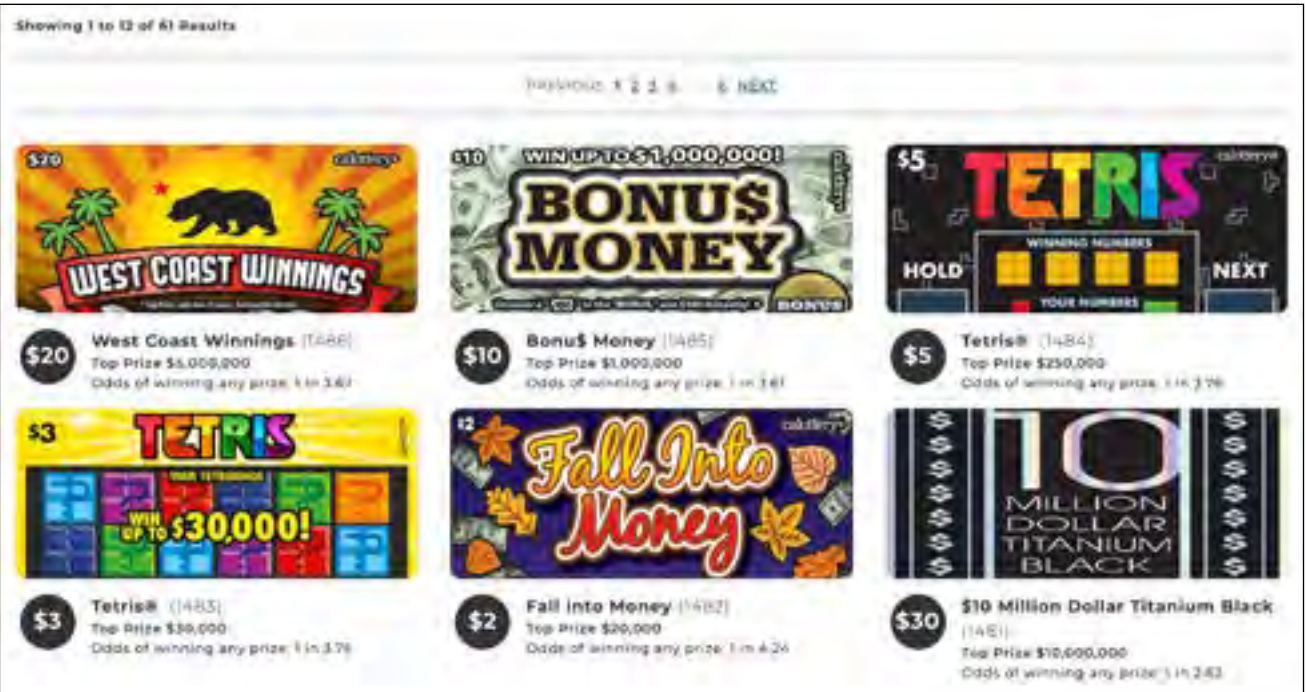
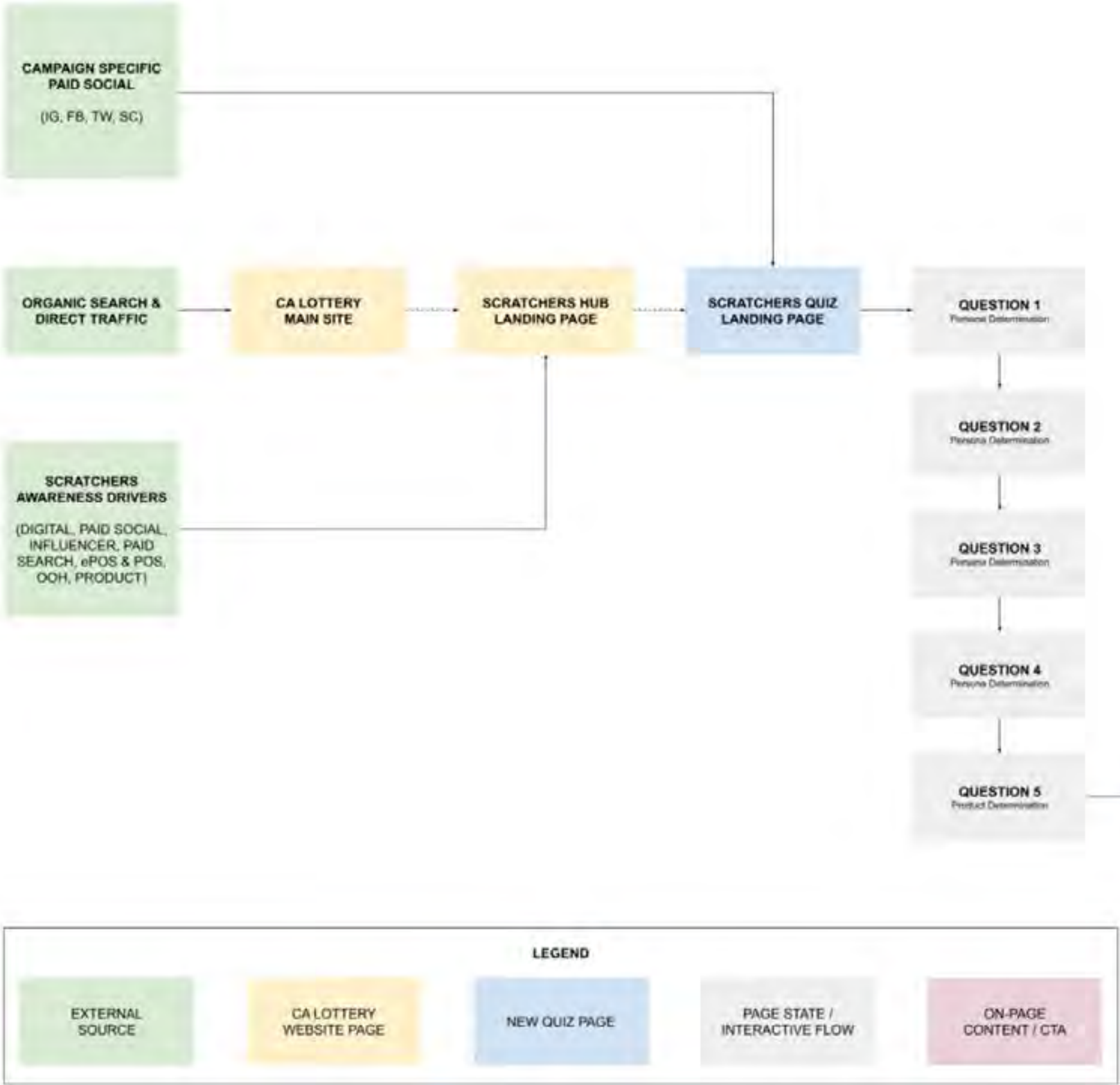
Scratchmaker Quiz

To promote the launch of their Scratchers® hub & engage with prospective players, the Calofornia Lottery team launched a matchmaking quiz experience to drive trial & sales. The quiz needed an engaging and fully ADA-compliant UX, social sharability & a gamified branded experience.

Working within wireframes developed with Strategy & page templates from backend producers, we crafted an easy & engaging userflow that upheld the concurrent campaign tagline, *A little play can make your day.*

- CREATIVE IDEATION
- CREATIVE DIRECTION
- UX DESIGN
- UI PROTOTYPING
- SOCIAL MEDIA MARKETING

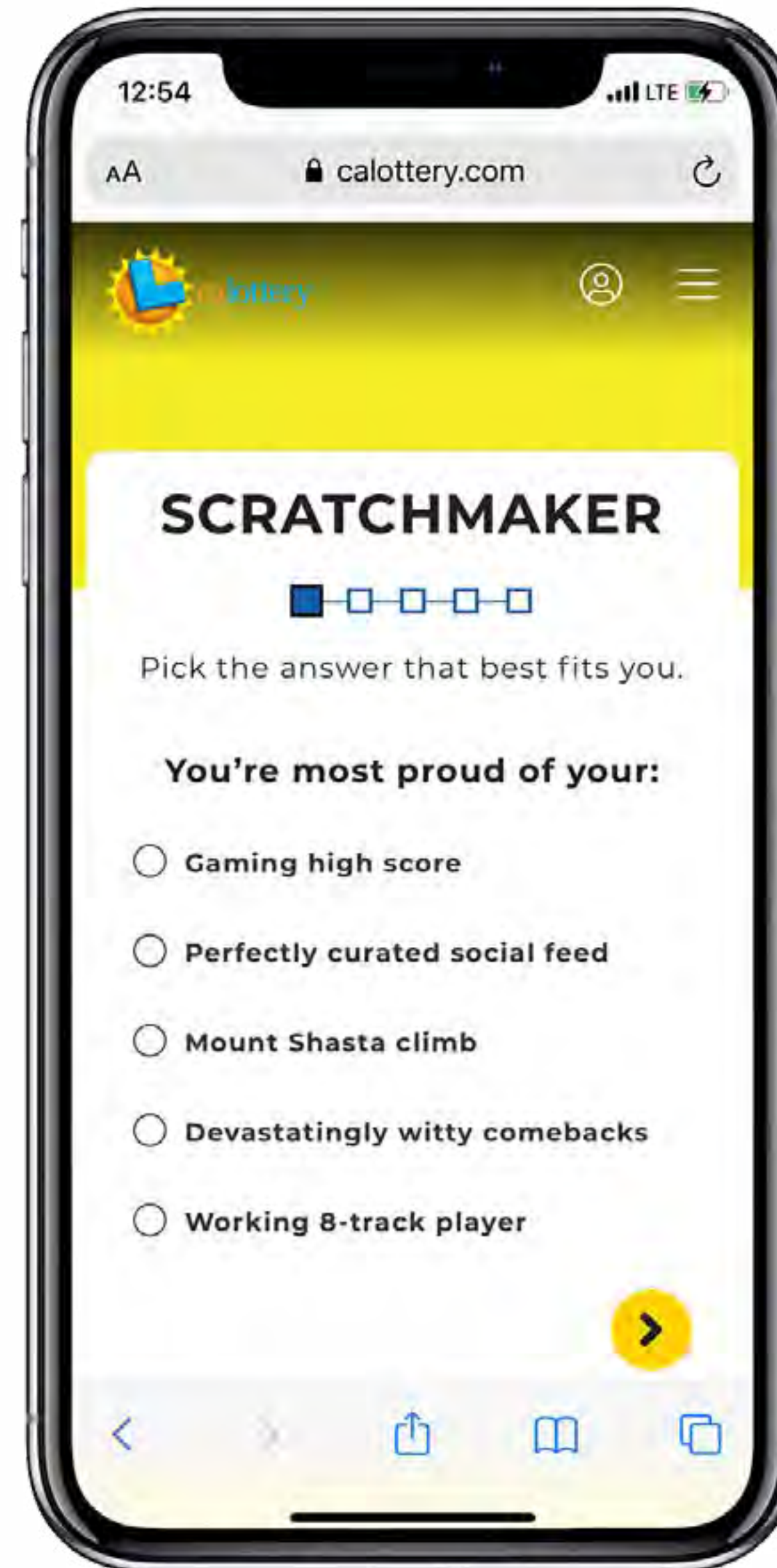
[VIEW LIVE](#)

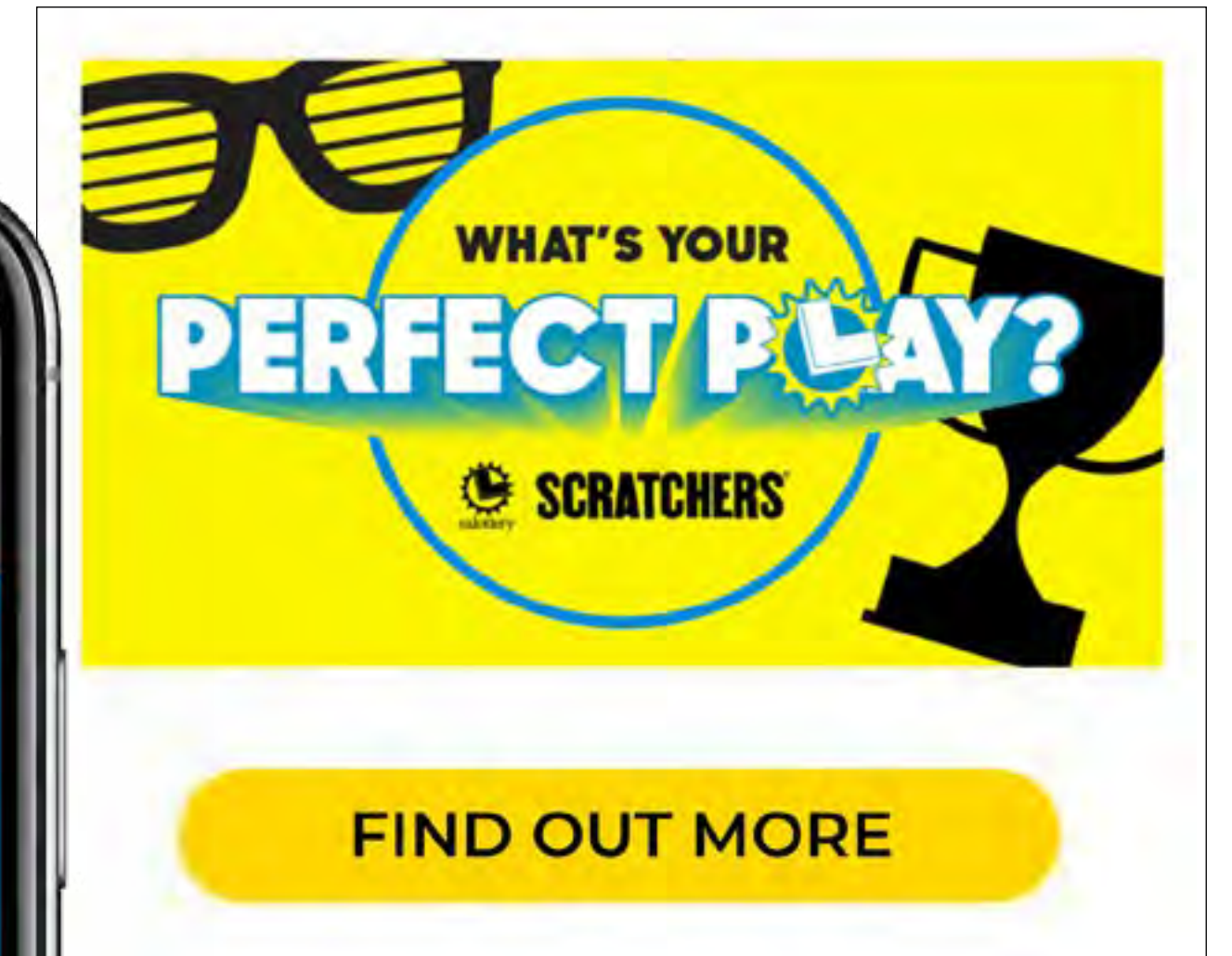
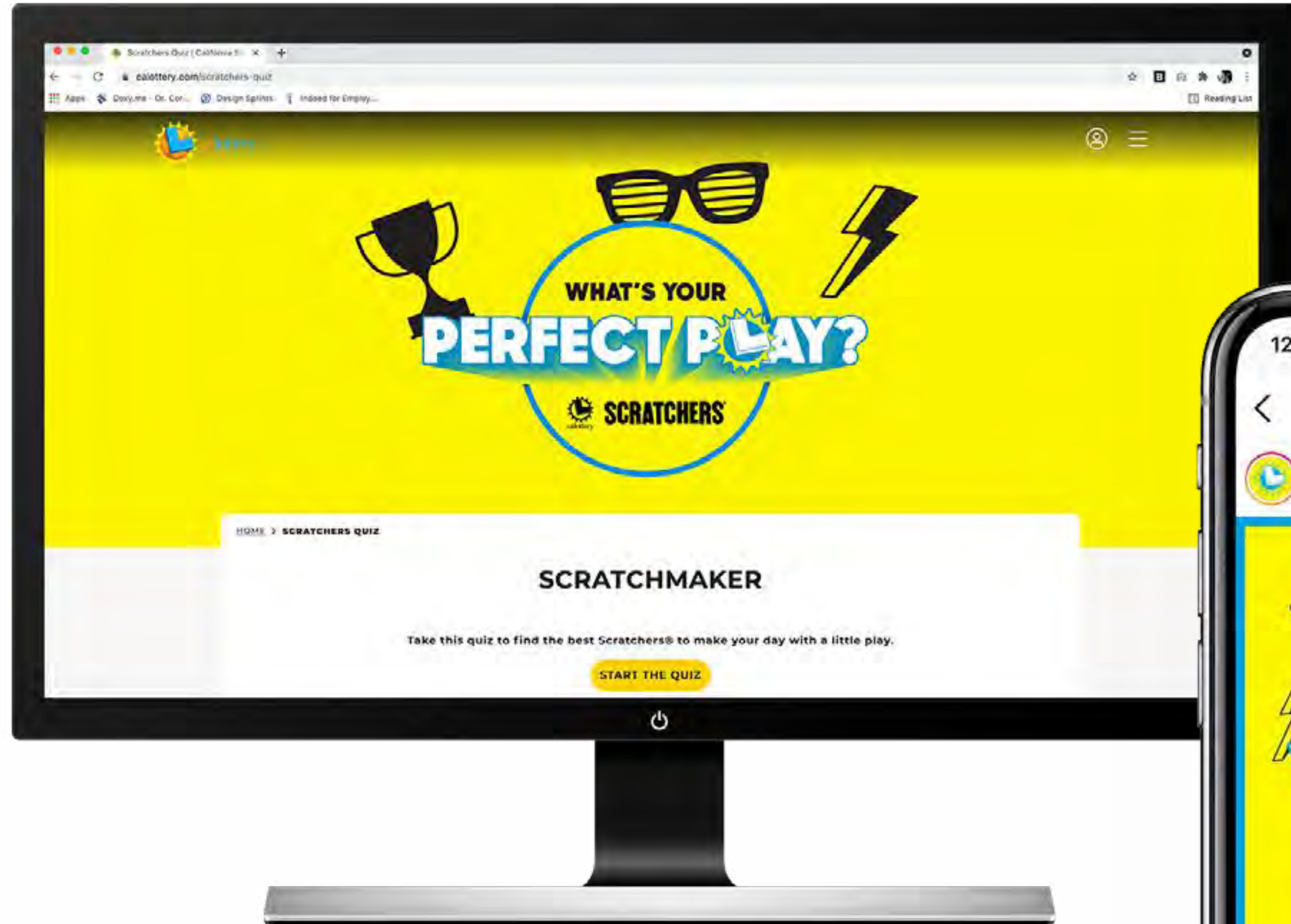


Scratchers® Hub



Overarching Campaign





CASE STUDY

Redox Revolution

ASEA's age-reversing Renu28 is more than just a face cream - but that's how it had been marketed for years. After new data found positive results across various uses and ailments, it was time to reintroduce the world to the all over skin care product of their dreams.

Aligning with Strategy on positioning, I conceptualized a revolutionary world fit for the future of science-backed skin care, *the* key product differentiator.

- CREATIVE IDEATION
- ART DIRECTION
- VIDEO/PHOTO ART DIRECTION
- RETOUCHING
- SOCIAL MEDIA MARKETING

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original concept



final execution



SKIN CARE UPGRADE COMPLETE

Transform your skin care routine with RENU28® Revitalizing Redox Gel.

- REDUCES APPEARANCE OF WRINKLES AND CELLULITE
- SOOTHES SKIN FROM MINOR IRRITANTS
- EASES MUSCLE DISCOMFORT FROM EXERCISE



ASEA RENU28.com

SKIN CARE UPGRADE COMPLETE

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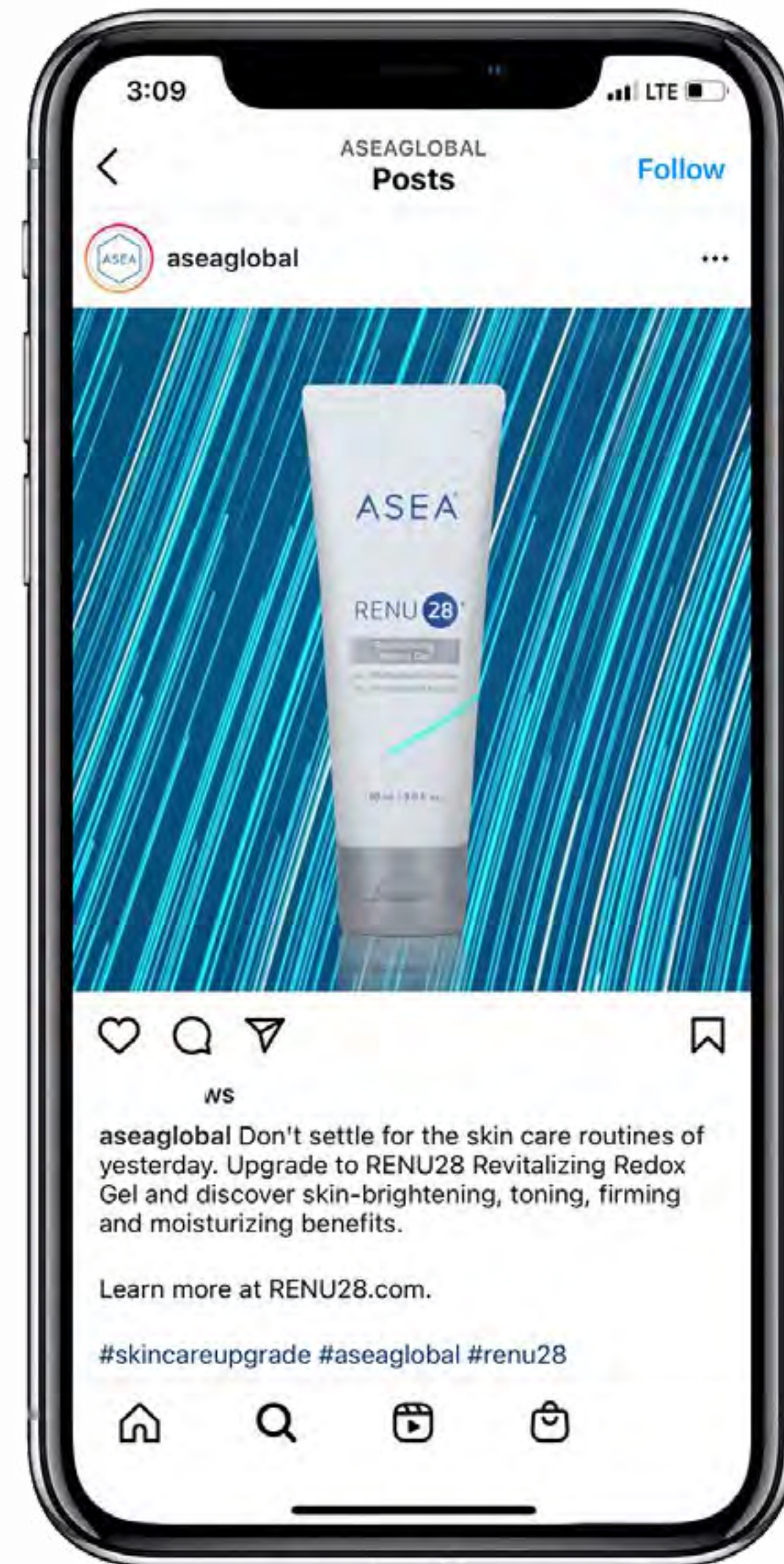
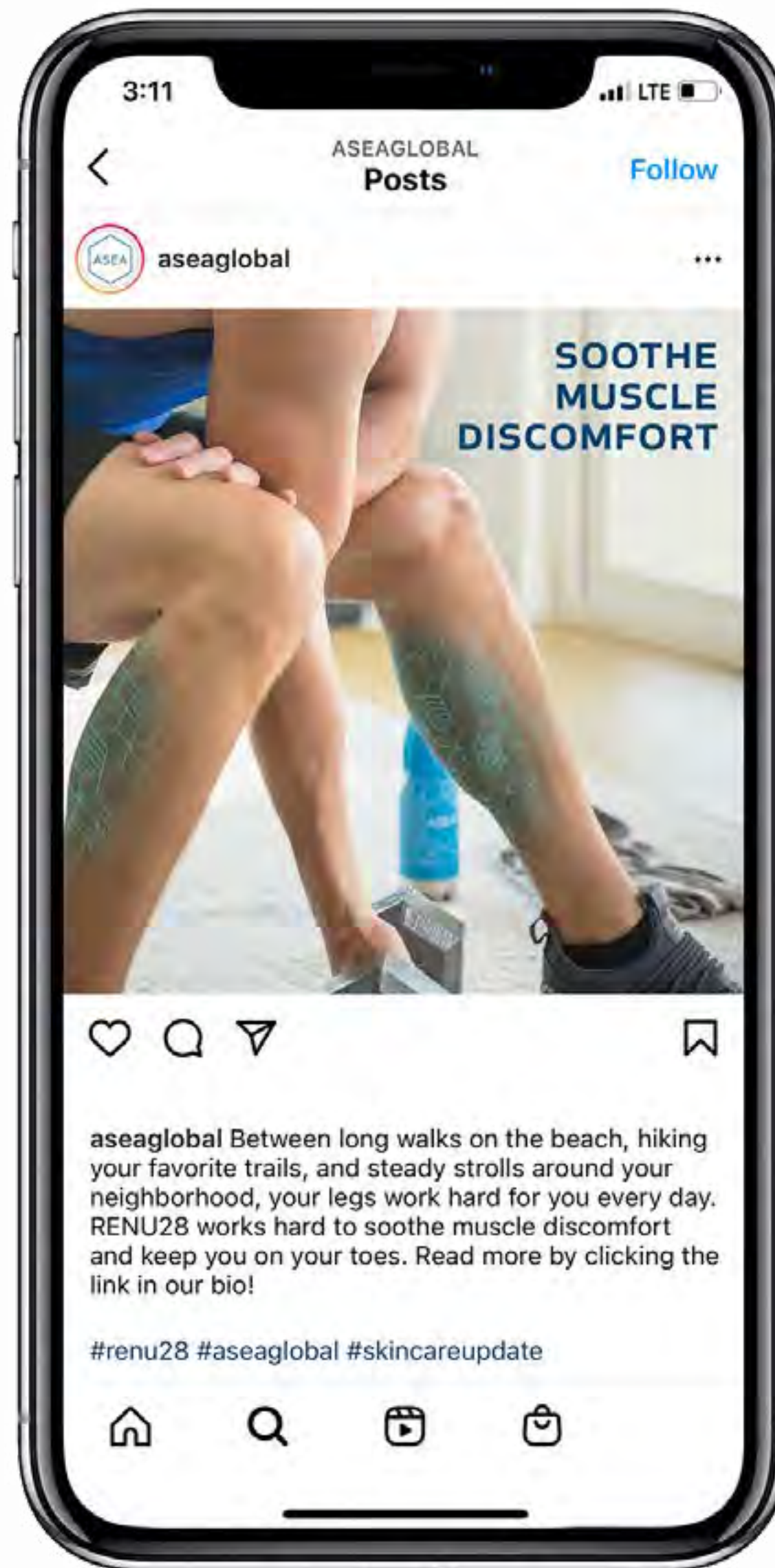
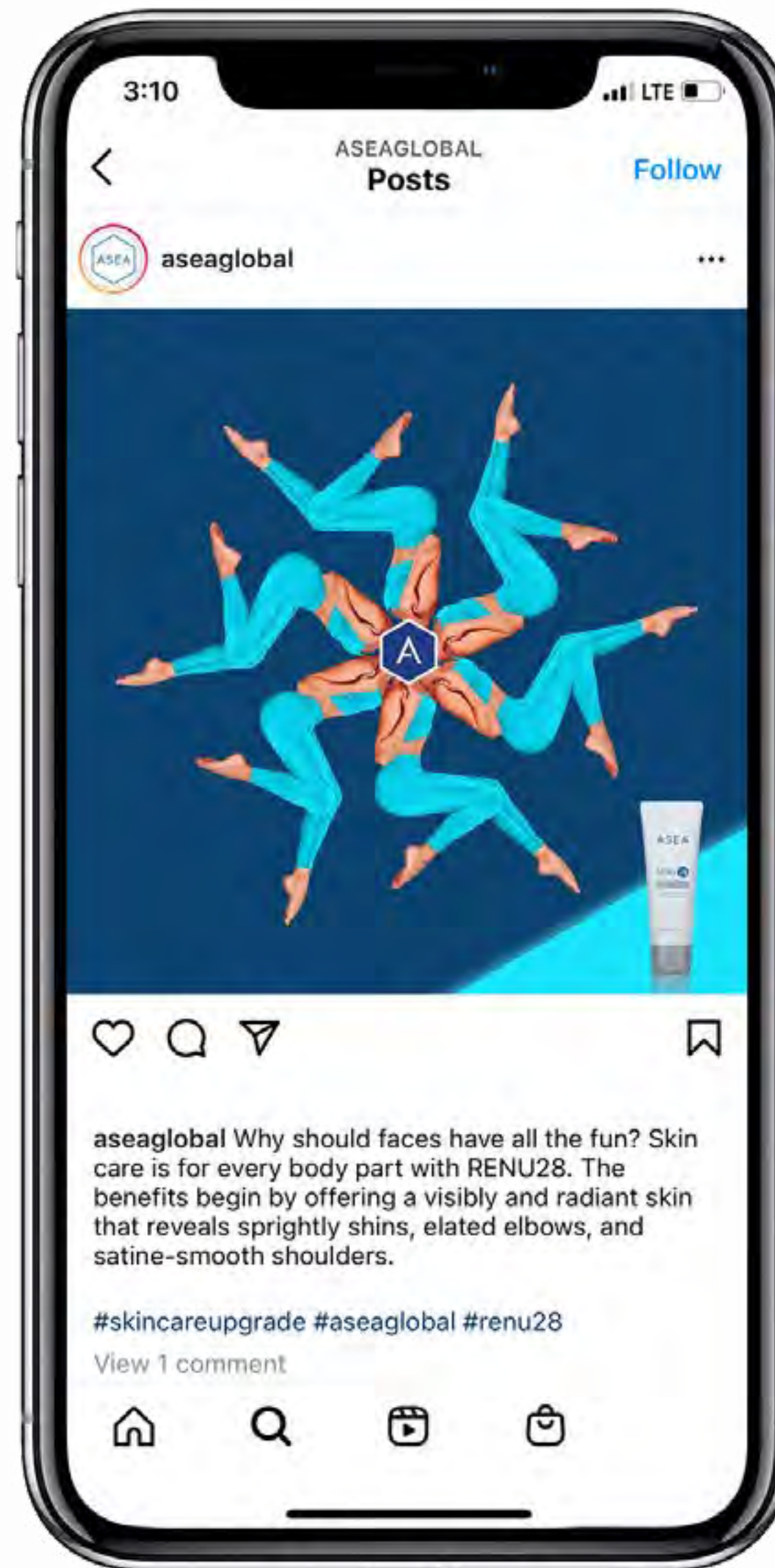
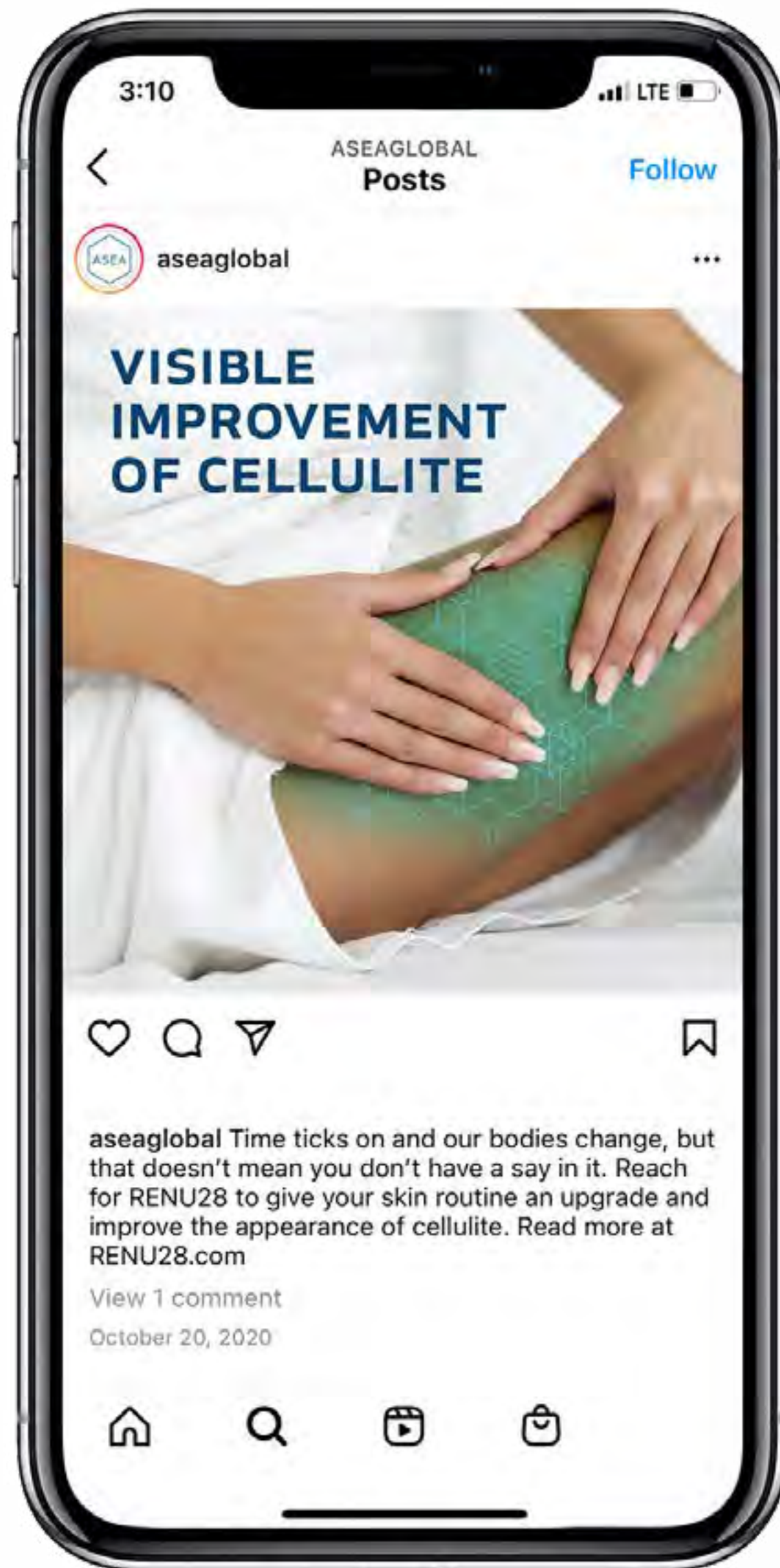
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ASEA RENU28.com





CASE STUDY
Lost R Us

When President Biden had yet to take action towards reuniting the 400+ children detained at the US border with their families, the ACLU wanted a PR-stunty campaign to hold congress accountable.

Using the insight that not only are children being robbed of their childhoods, families, *and* their toys, I conceptualized a heartstring-tugging campaign complete with a faux product line & DC pop-up.

- CREATIVE IDEATION
- ART DIRECTION
- PACKAGING DESIGN
- MICROSITE DESIGN
- SOCIAL MEDIA MARKETING
- EXPERIENTIAL DESIGN

[VIEW LIVE](#)



LOST "R" US

Reuniting families with the help of lost toys



For kids in cages
4 mos+

Right now, there are over
499
children in U.S. custody missing their favorite toys — and more importantly, **their families.**

Right now, there are 499 children separated from their families at the U.S. border. They're scared, hurting, and alone. And they haven't just been stripped from their parents, but from their toys as well. Toys just like this one. We may not be able to reunite these kids with their toys, but with your help we'll be one step closer to reuniting them with something even better: their families.


Go to action.aclu.org to find out how

ACLU

4:16 LTE

ACLU_NATIONWIDE
Posts Follow

acclu_nationwide




Learn More >

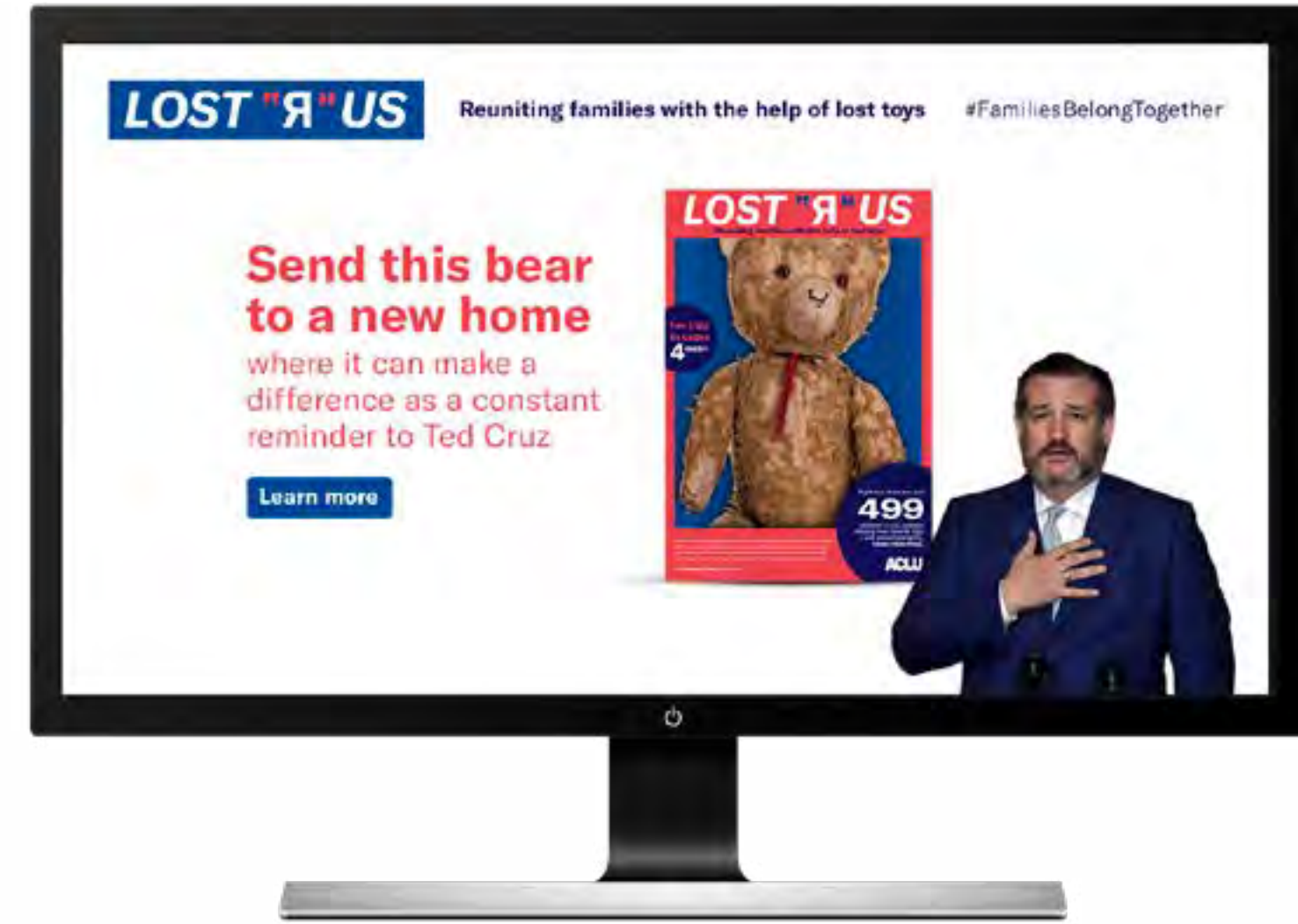
17,833 views

acclu_nationwide Right now, there are over 499 kids in U.S. custody missing their favorite toys—and more importantly, their families. Shop our collection to help bring them back together.

Send this bear to a new home where it can make a difference as a constant reminder to Ted Cruz



Learn More >



CASE STUDY

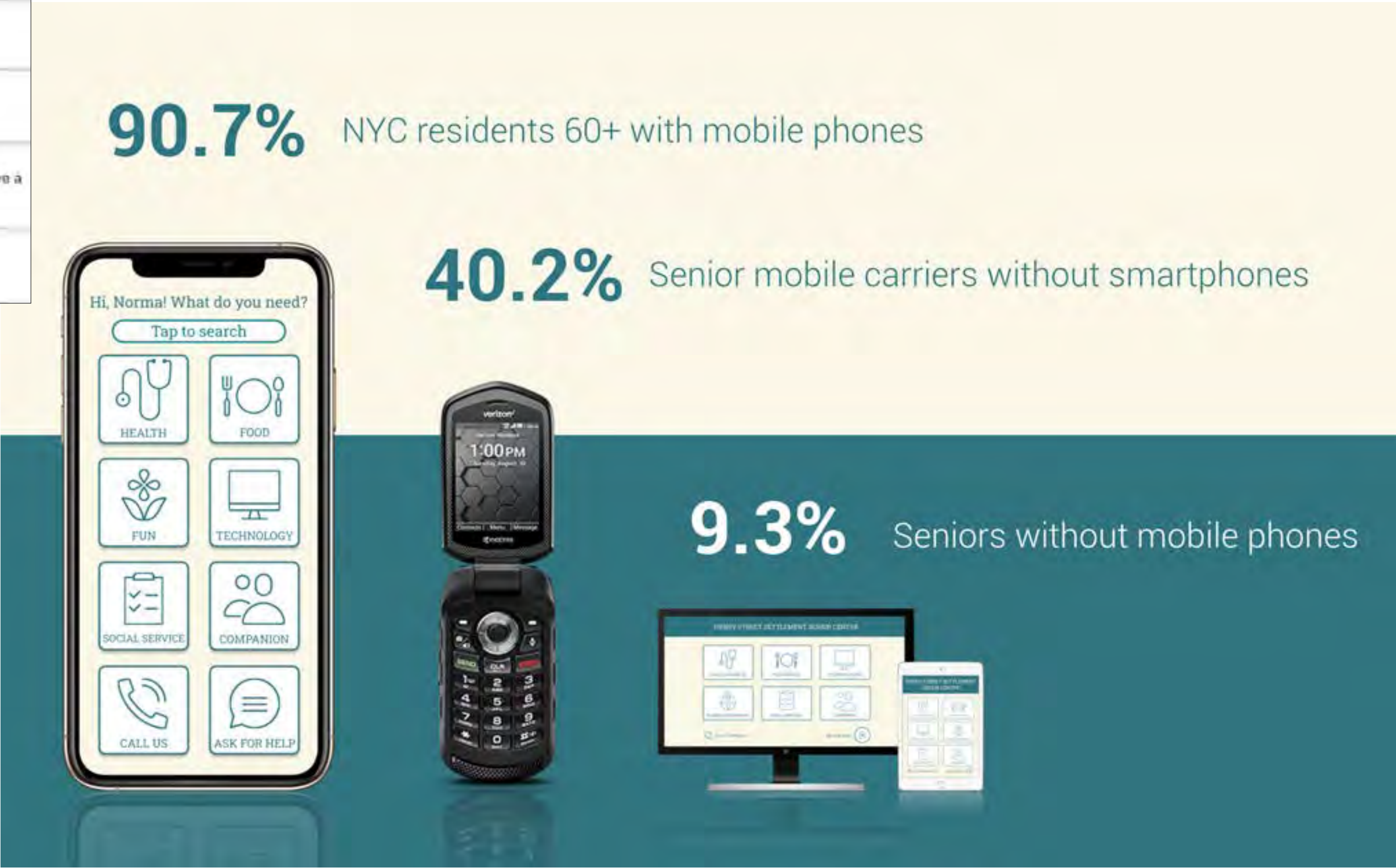
Senior-Friendly Cyber Center

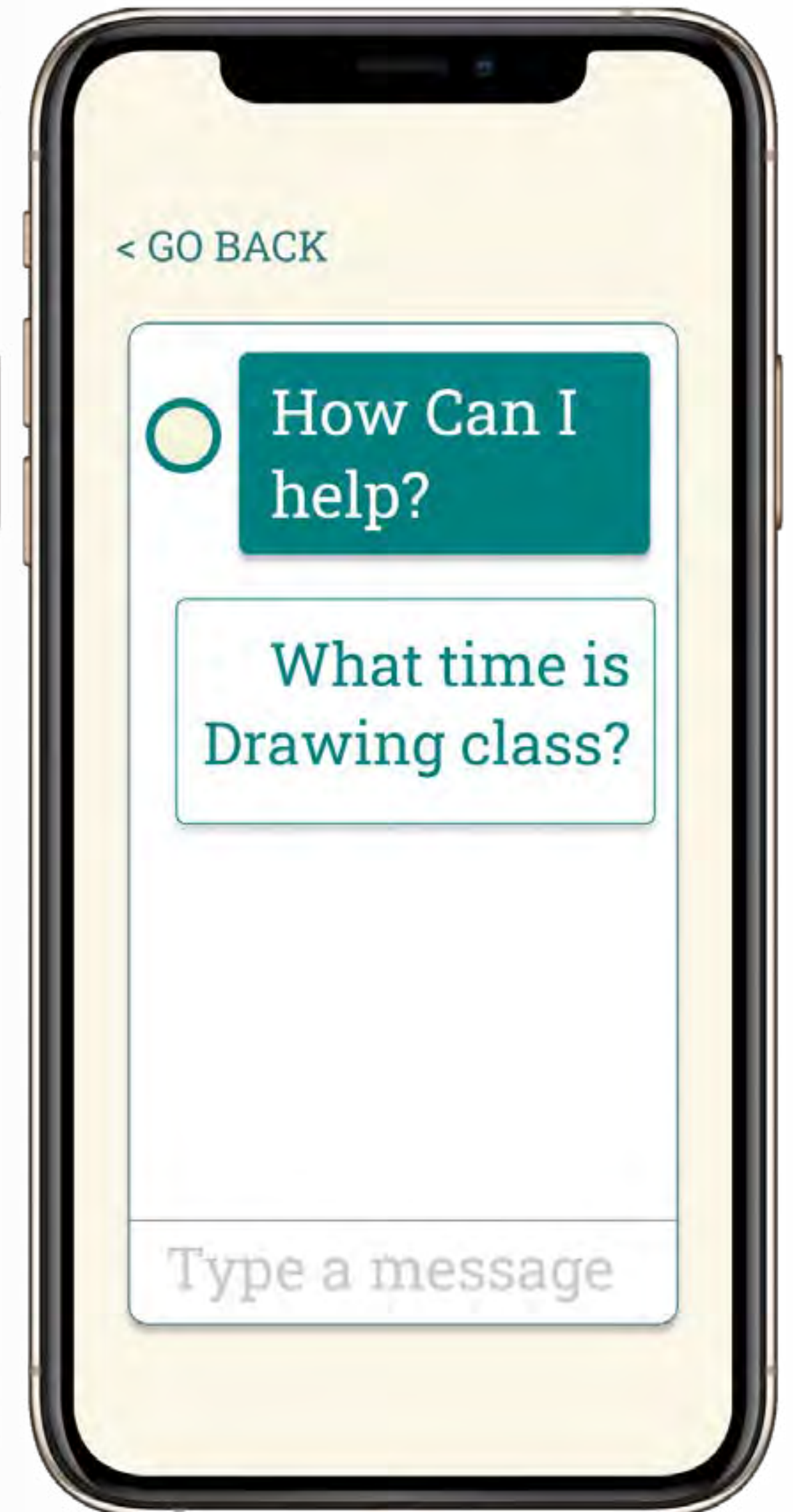
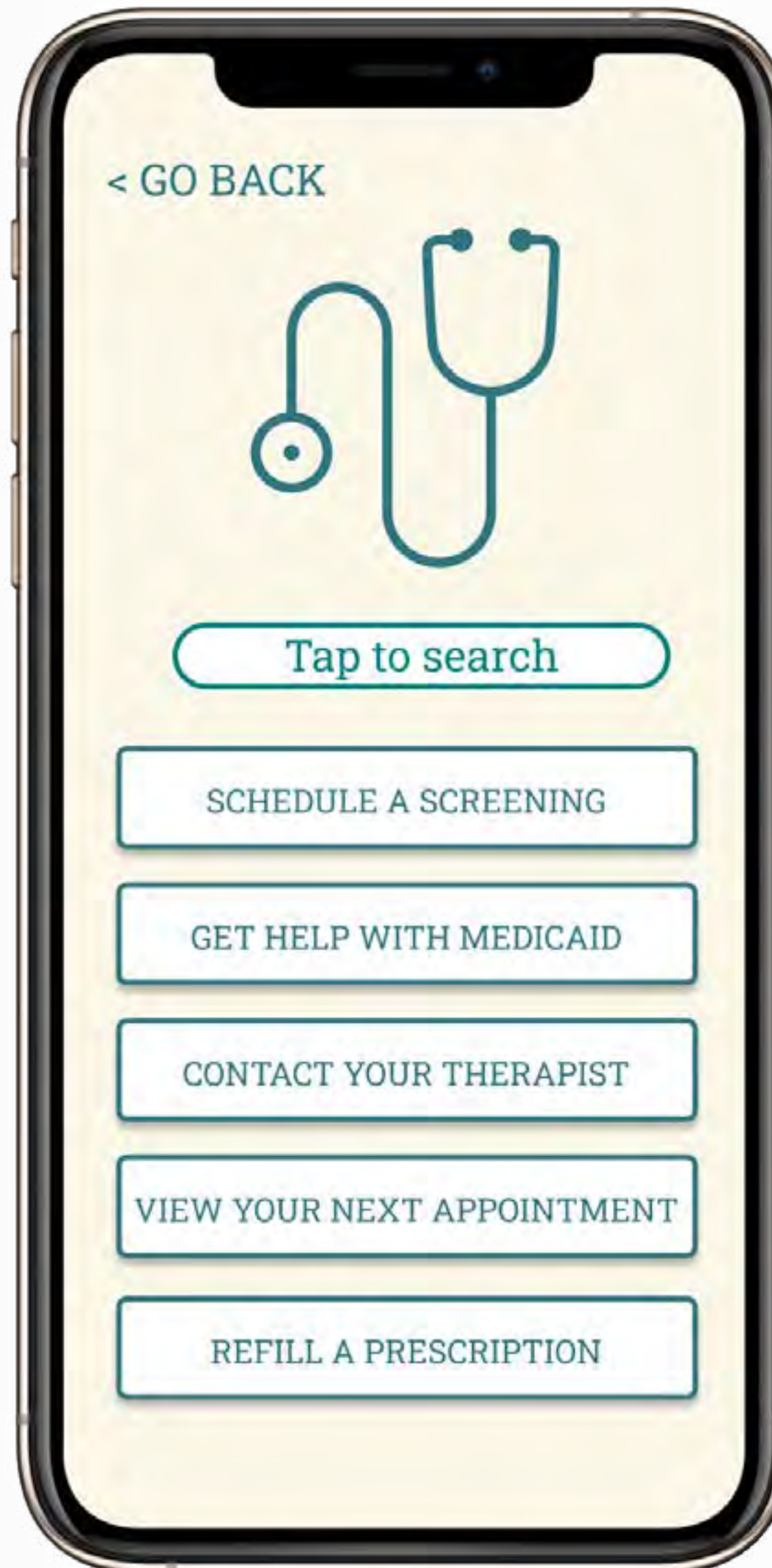
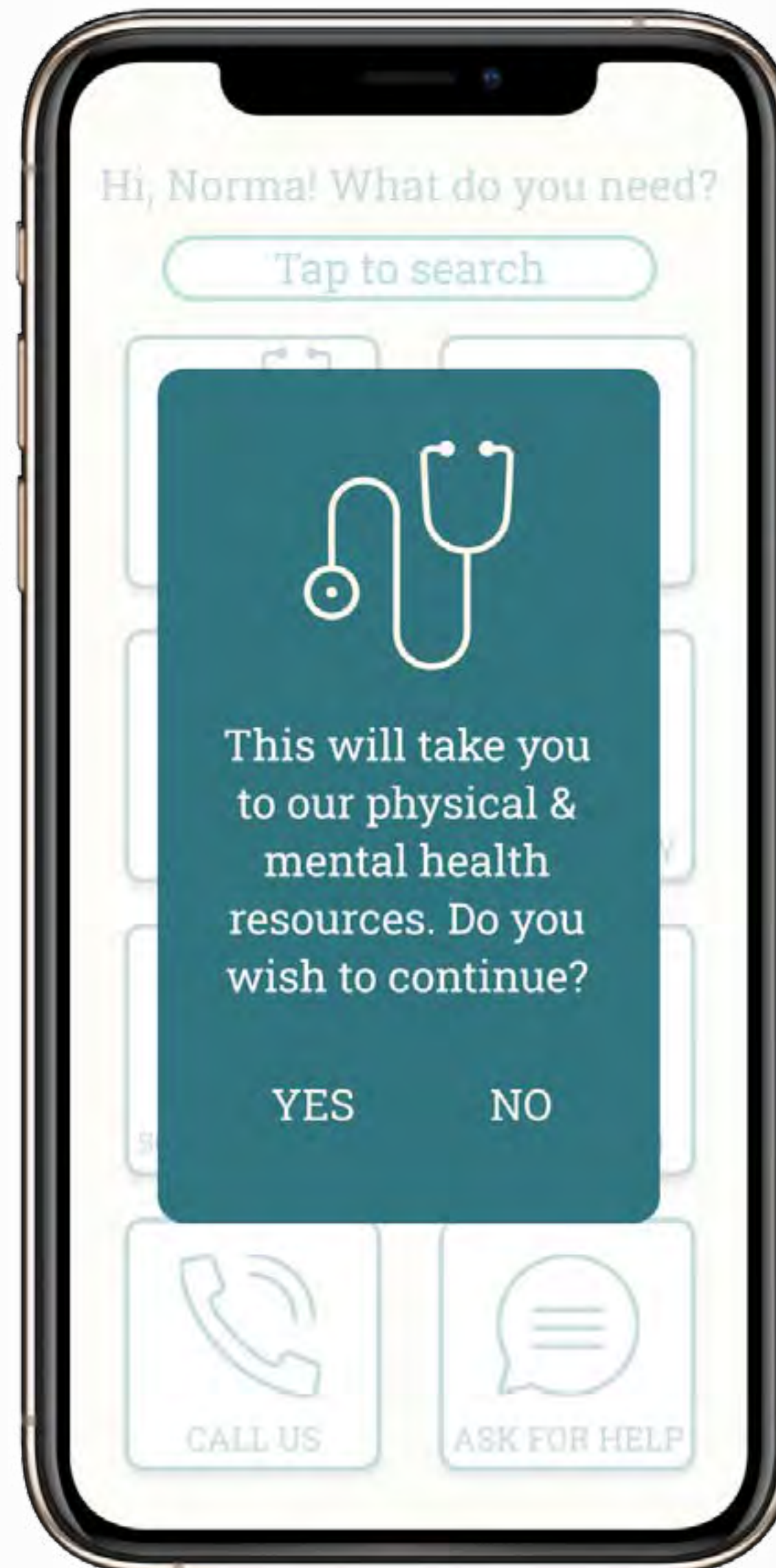
For the Valtech Social Impact Hackathon, Henry Street Settlement needed help closing the tech gap for their senior population. After an audit proved their website inaccessible for seniors, I developed a suite of AI-enabled app, chatbot & website that would better serve NYC seniors across the range of tech they have access to. My team placed 3rd in the overall competition.

- CREATIVE IDEATION
- ART DIRECTION
- UX DESIGN
- UI PROTOTYPING

[VIEW LIVE](#)

High	Performance	Defer offscreen images
High	Performance	Remove unused JavaScript
High	Performance	Avoid multiple page redirects
Medium	SEO	Tap targets are not sized appropriately
Low	Accessibility	Background and foreground colors do not have a sufficient contrast ratio.
Low	Accessibility	Links do not have a discernible name







How do I send an email with my resume?

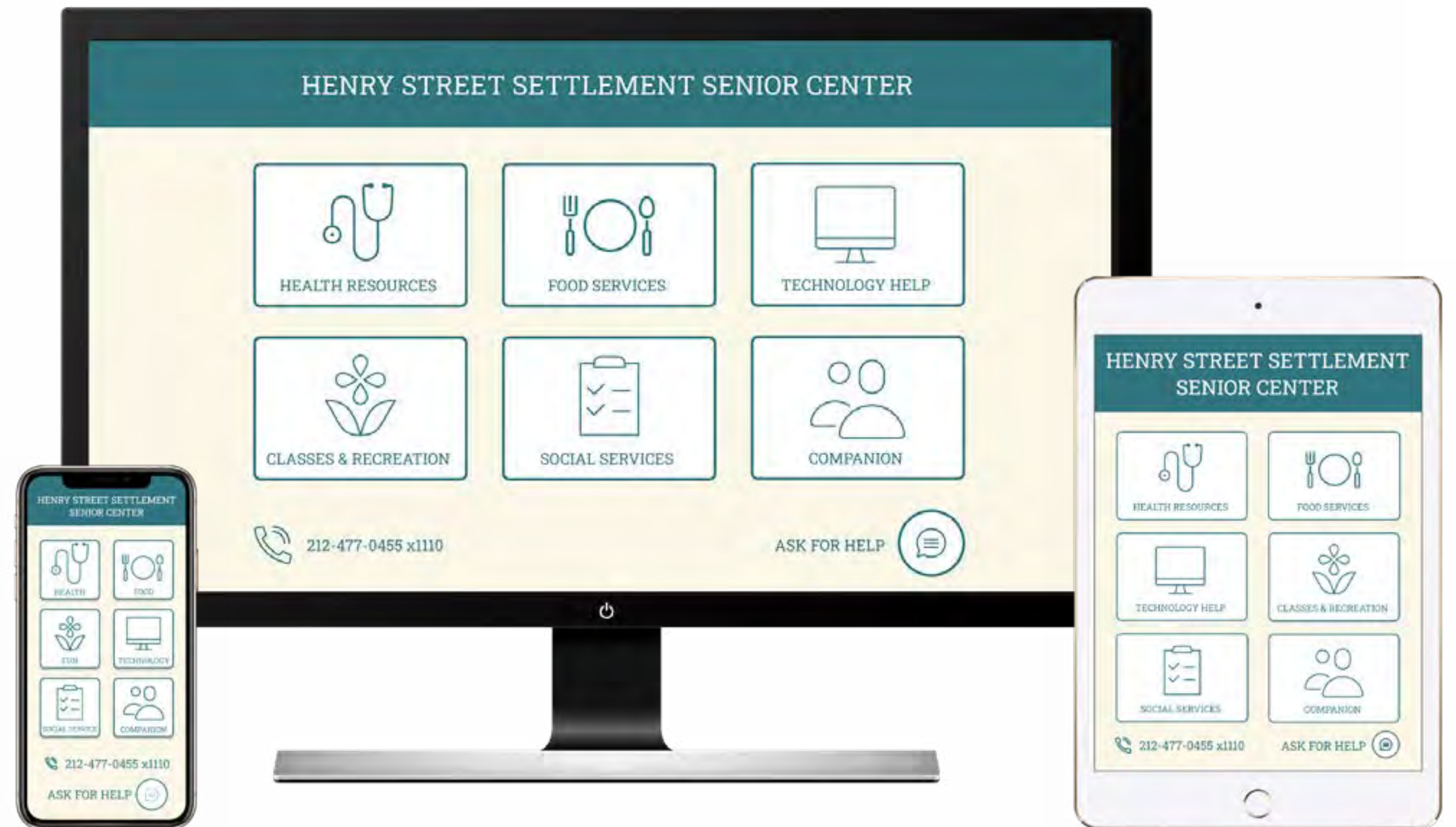
Click on "New Message" button.

In the "To:" field, type the email address of the person you want to send the email to.

In the "Subject:" field, type the subject of the email.

In the "Message:" field, type the message you want to send.

Click on the "Attach:" button.



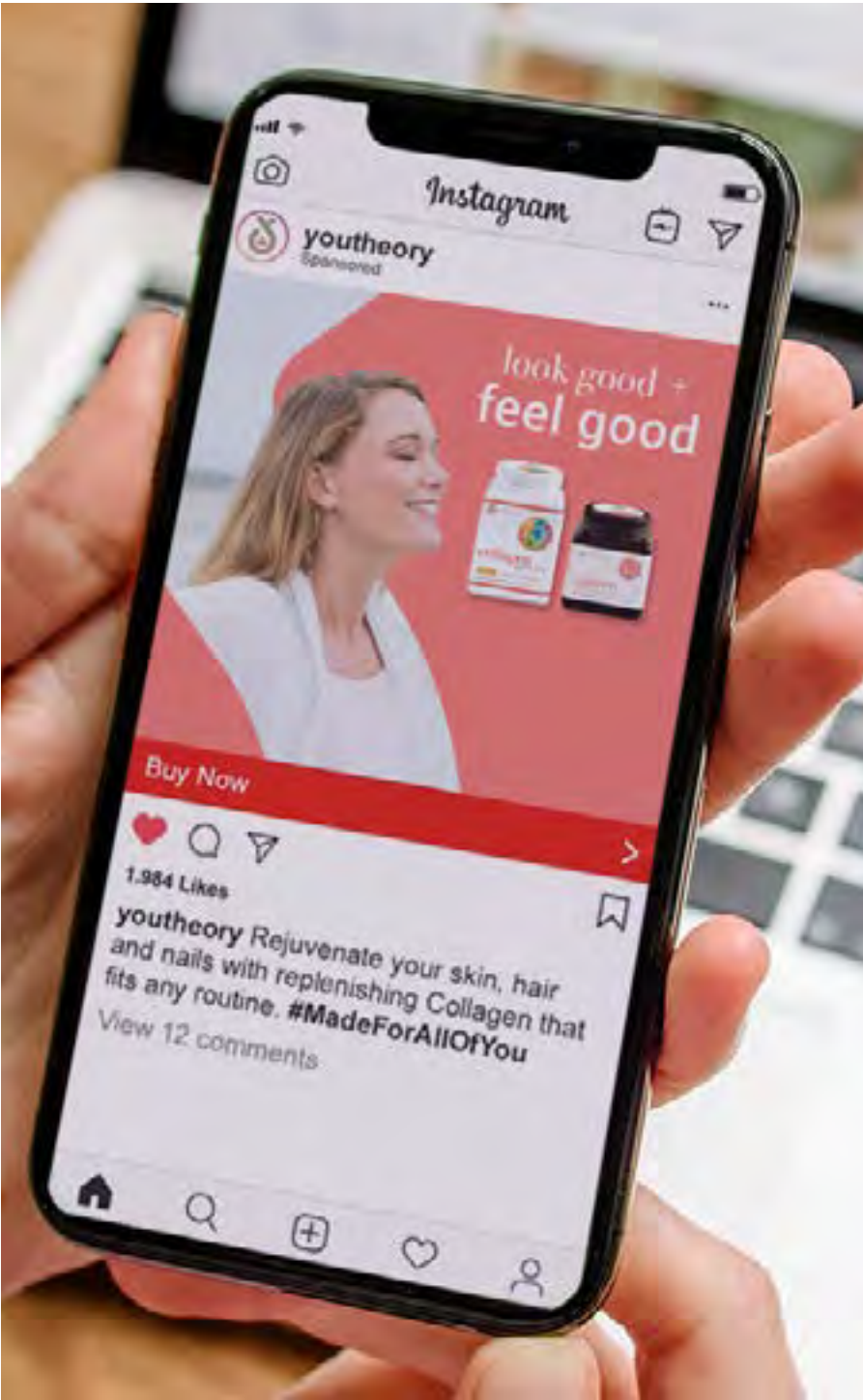
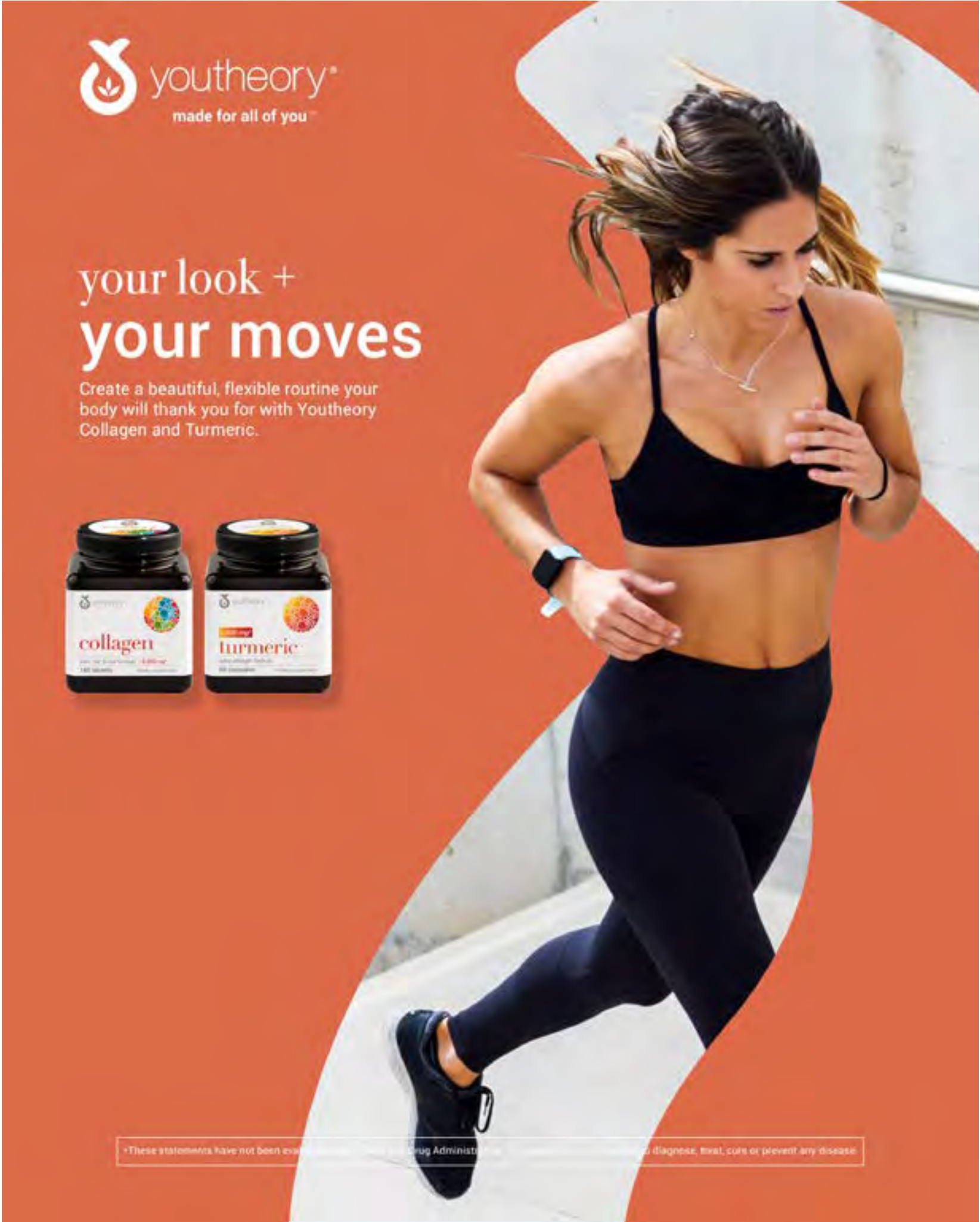
MINI CASE STUDY

You + Wellness

When Youtheory needed a new campaign to inspire consumers 30+ to take control of their wellness, I conceptualized two ownable territories.

The first uses the Youtheory logo as a window to wellness without sacrificing personal health goals, pairing product for a comprehensive package of health.

- CREATIVE IDEATION
- ART DIRECTION
- SOCIAL MEDIA MARKETING



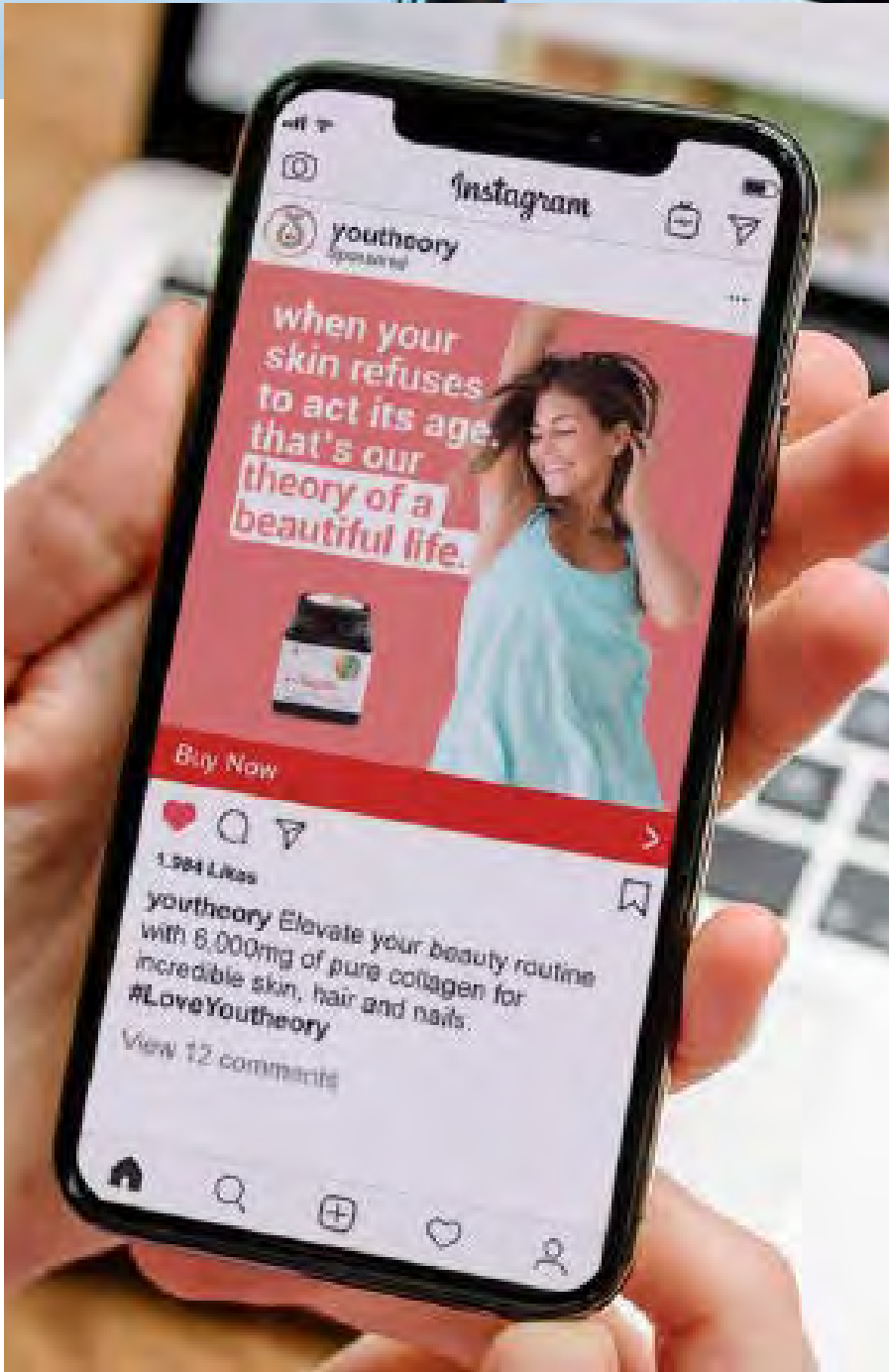
MINI CASE STUDY

You + Wellness

When Youtheory needed a new campaign to inspire consumers 30+ to take control of their wellness, I conceptualized two ownable territories.

The second redefines wellness, balance, & other key product benefits with a bold campaign heavy on the aspiration.

CREATIVE IDEATION
ART DIRECTION
SOCIAL MEDIA MARKETING



RETAIL MARKETING - POP

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN

DIGITAL + UI DESIGN

EMAIL MARKETING

SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING - CUSTOM POP

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN

DIGITAL + UI DESIGN

EMAIL MARKETING

SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN

DIGITAL + UI DESIGN

EMAIL MARKETING

SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN

DIGITAL + UI DESIGN

EMAIL MARKETING

SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

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PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN

DIGITAL + UI DESIGN

EMAIL MARKETING

SOCIAL MEDIA MARKETING

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DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



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DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN - ECOMMERCE

DIGITAL + UI DESIGN

EMAIL MARKETING

SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN - SQUARESPACE

DIGITAL + UI DESIGN

EMAIL MARKETING

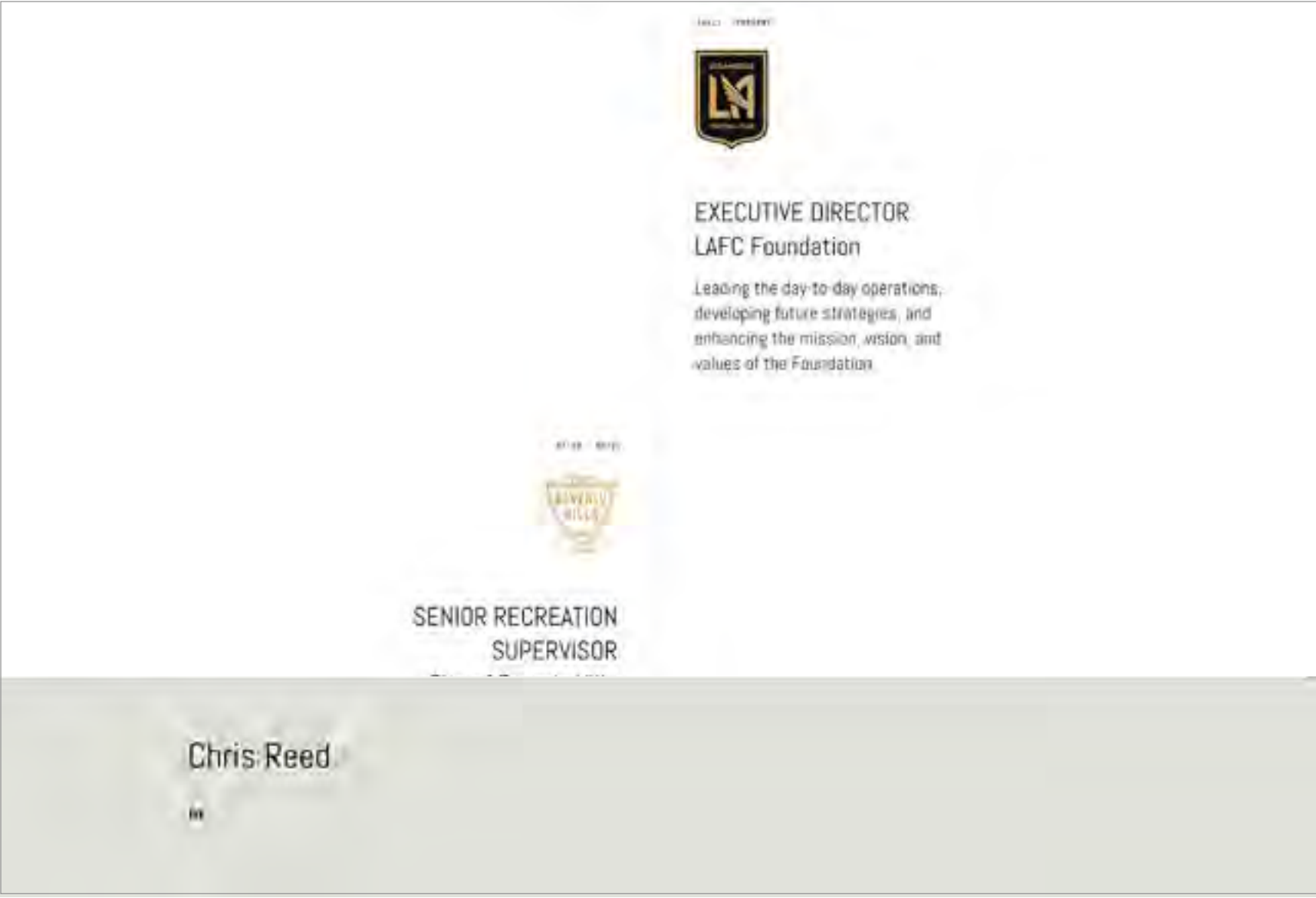
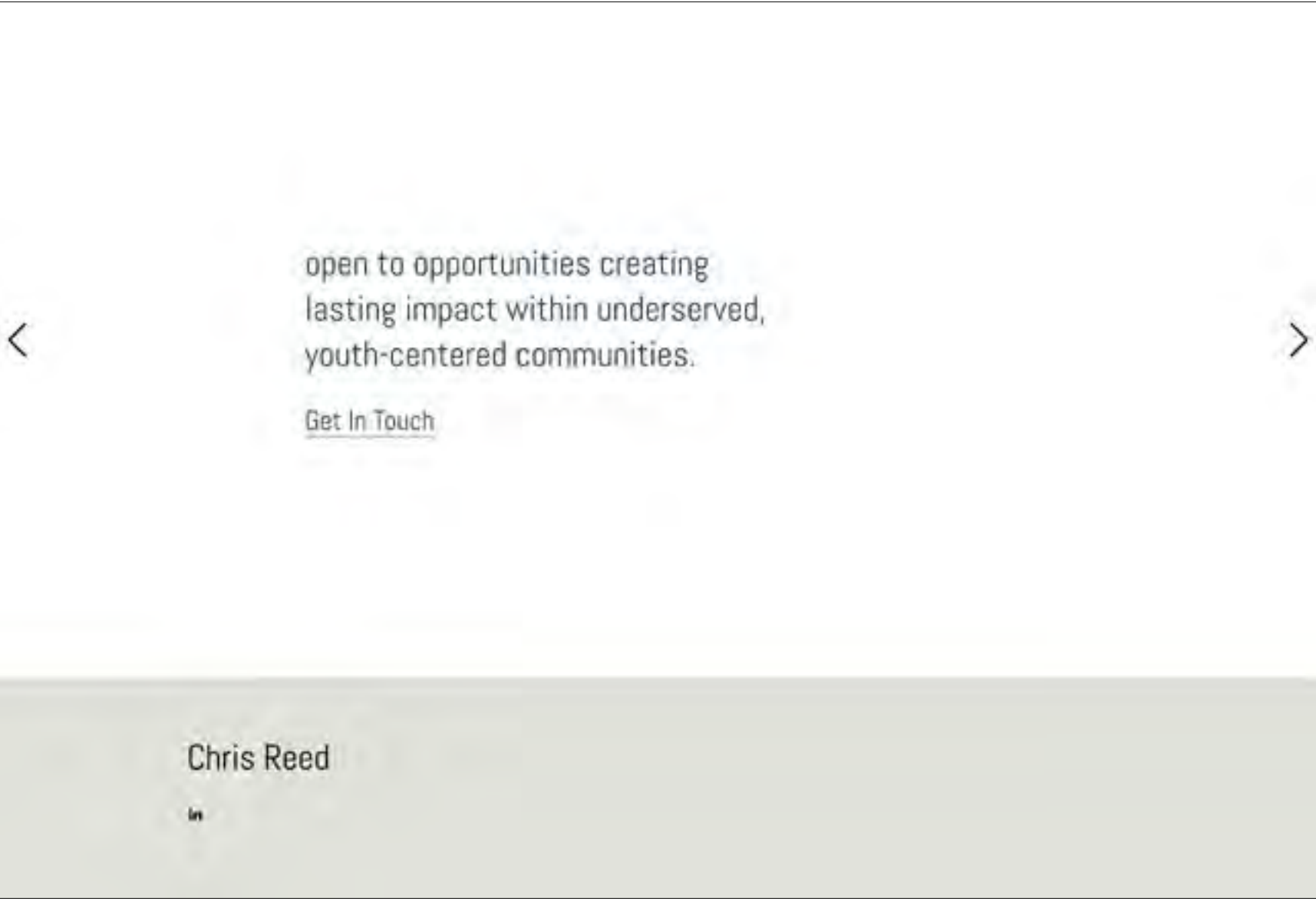
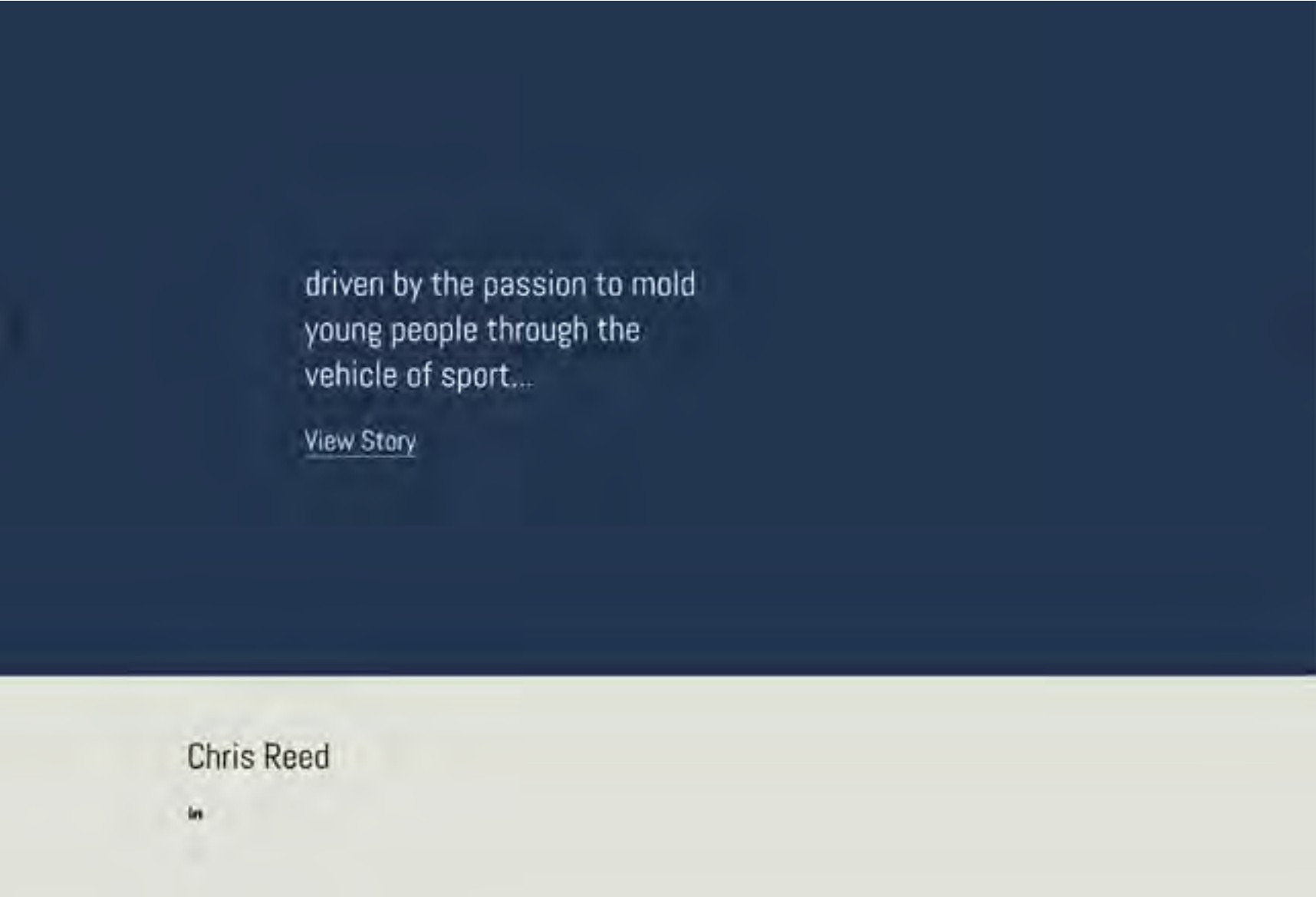
SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

BRANDING + IDENTITY

WEBSITE DESIGN - WEBFLOW

DIGITAL + UI DESIGN

EMAIL MARKETING

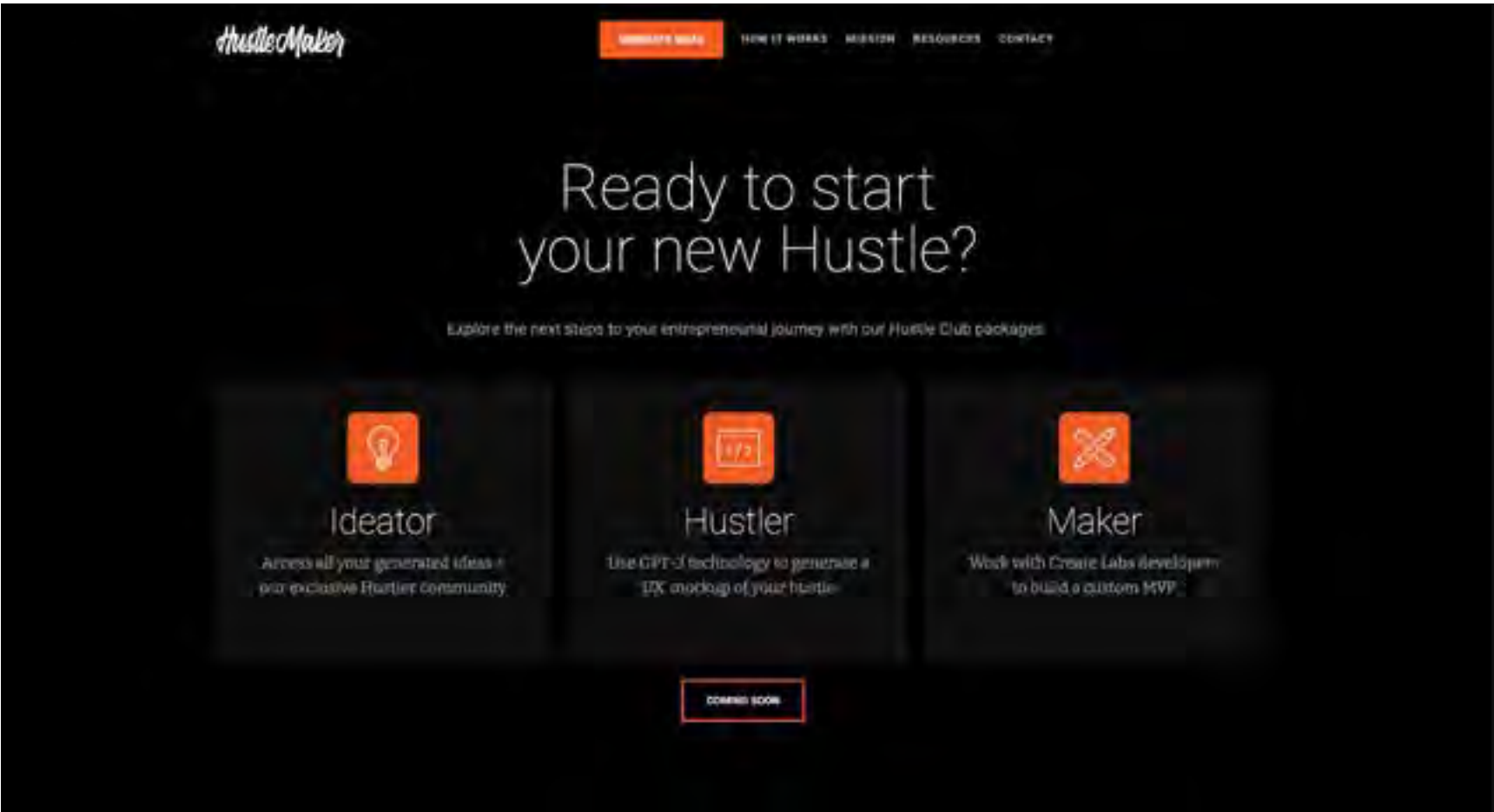
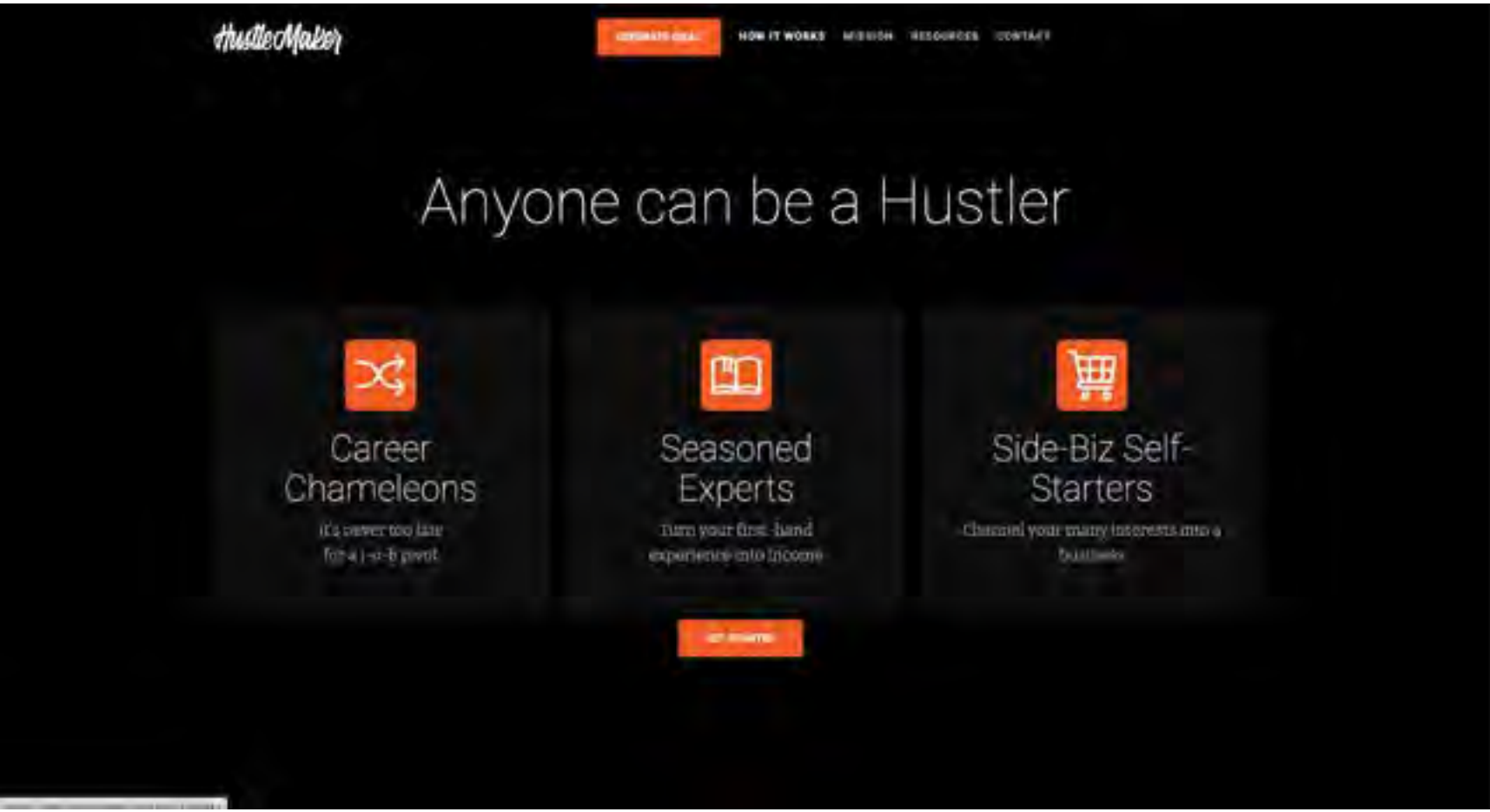
SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

EXPERIENTIAL DESIGN

PACKAGING DESIGN

EDITORIAL DESIGN

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WEBSITE DESIGN

DIGITAL + UI DESIGN

EMAIL MARKETING

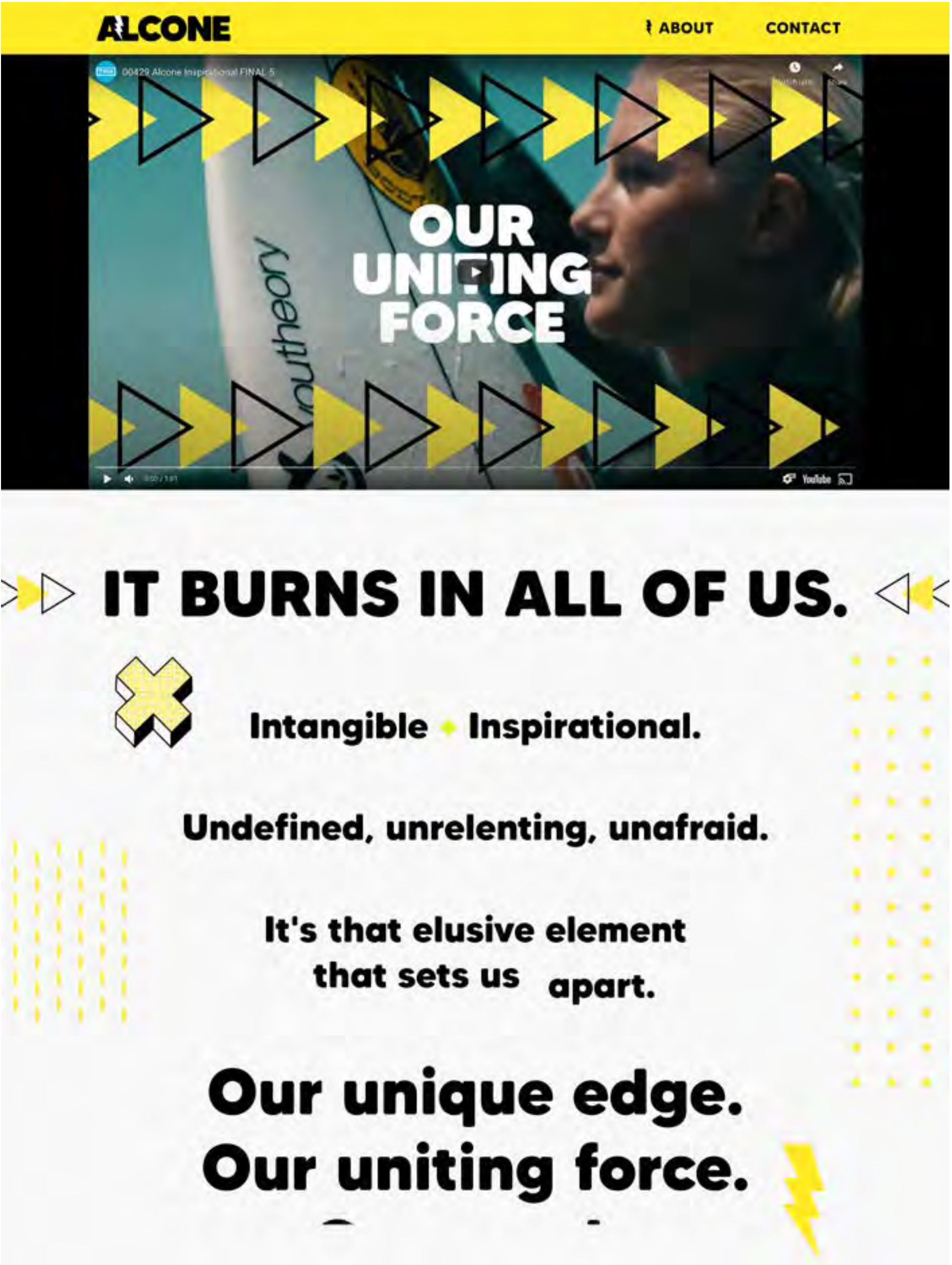
SOCIAL MEDIA MARKETING

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



[Sizzle Video](#)

[Scroll Animation](#)

RETAIL MARKETING

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RETAIL MARKETING

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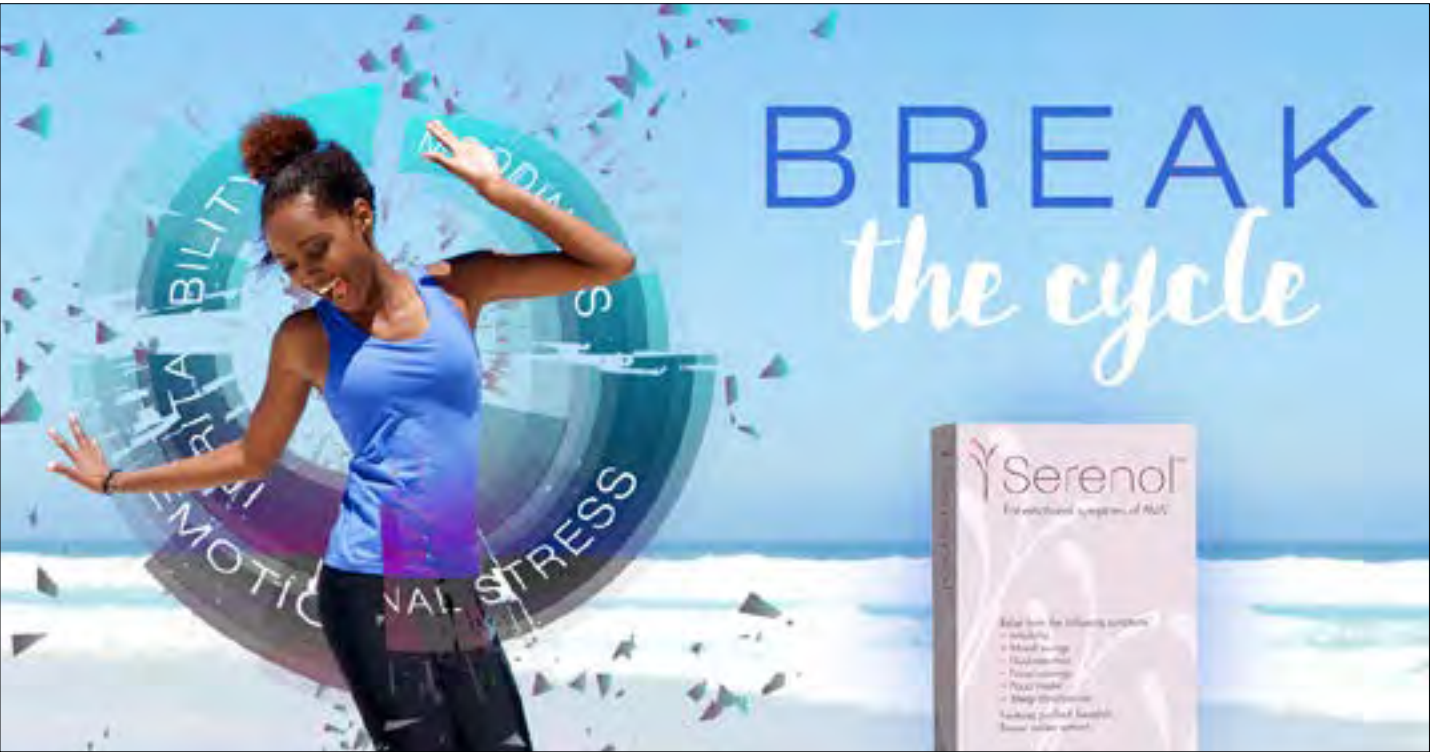
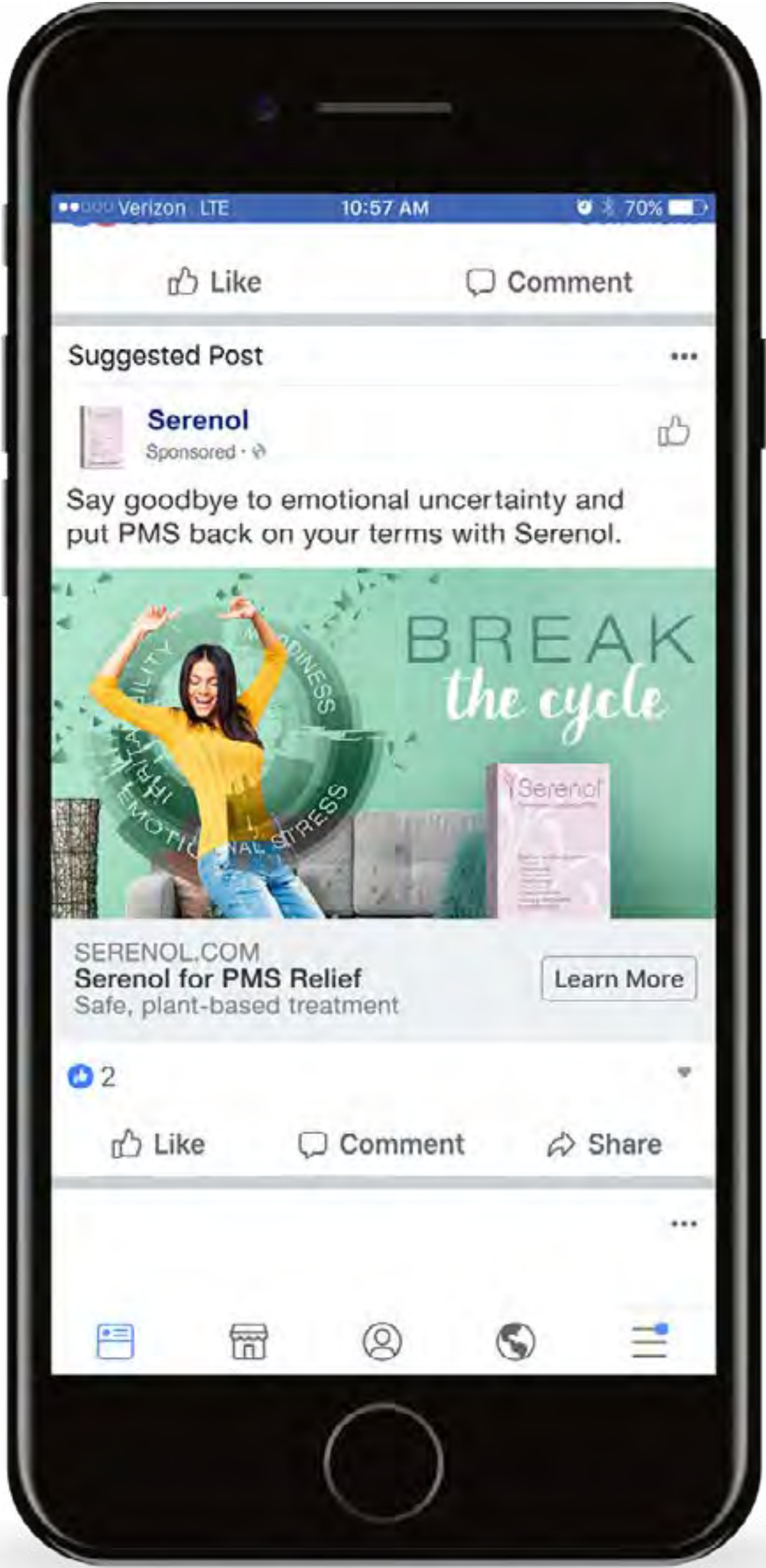
SOCIAL MEDIA MARKETING - SERENOL

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

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BRANDING + IDENTITY

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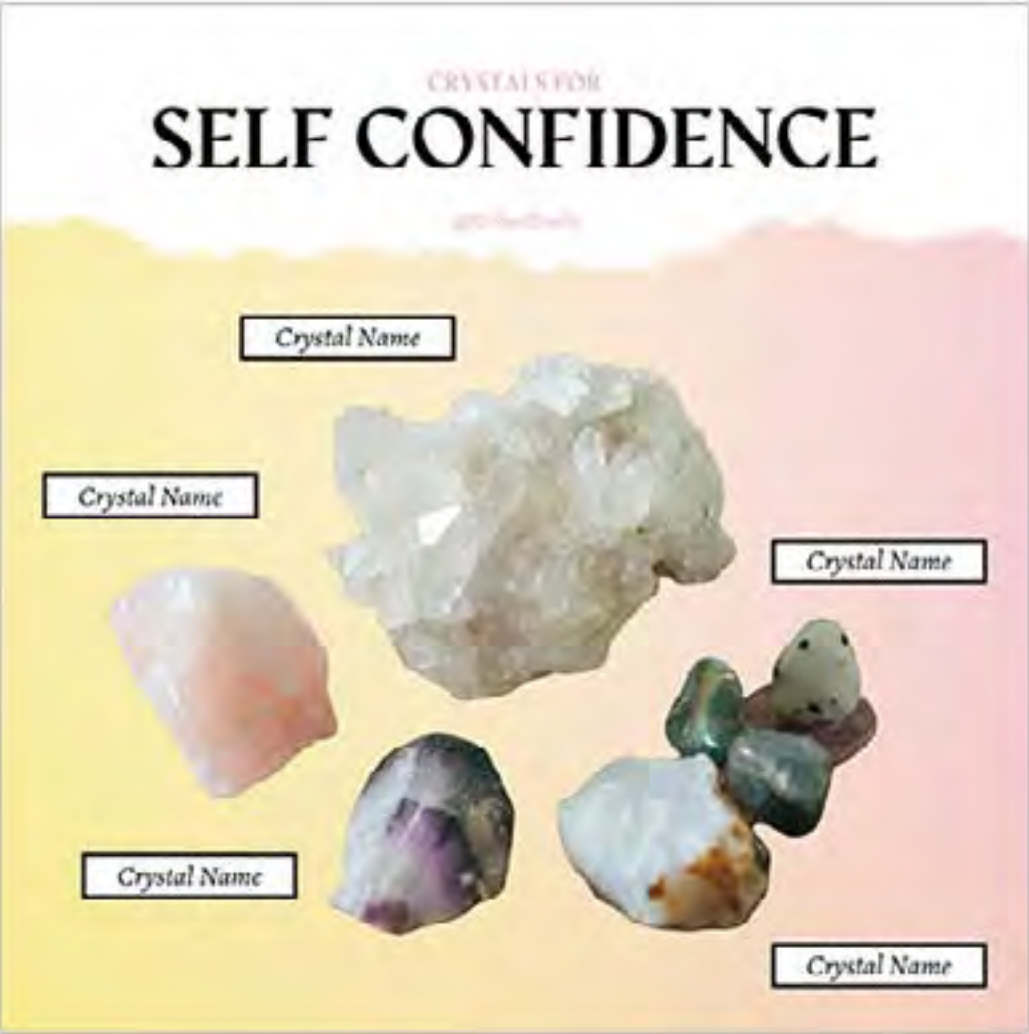
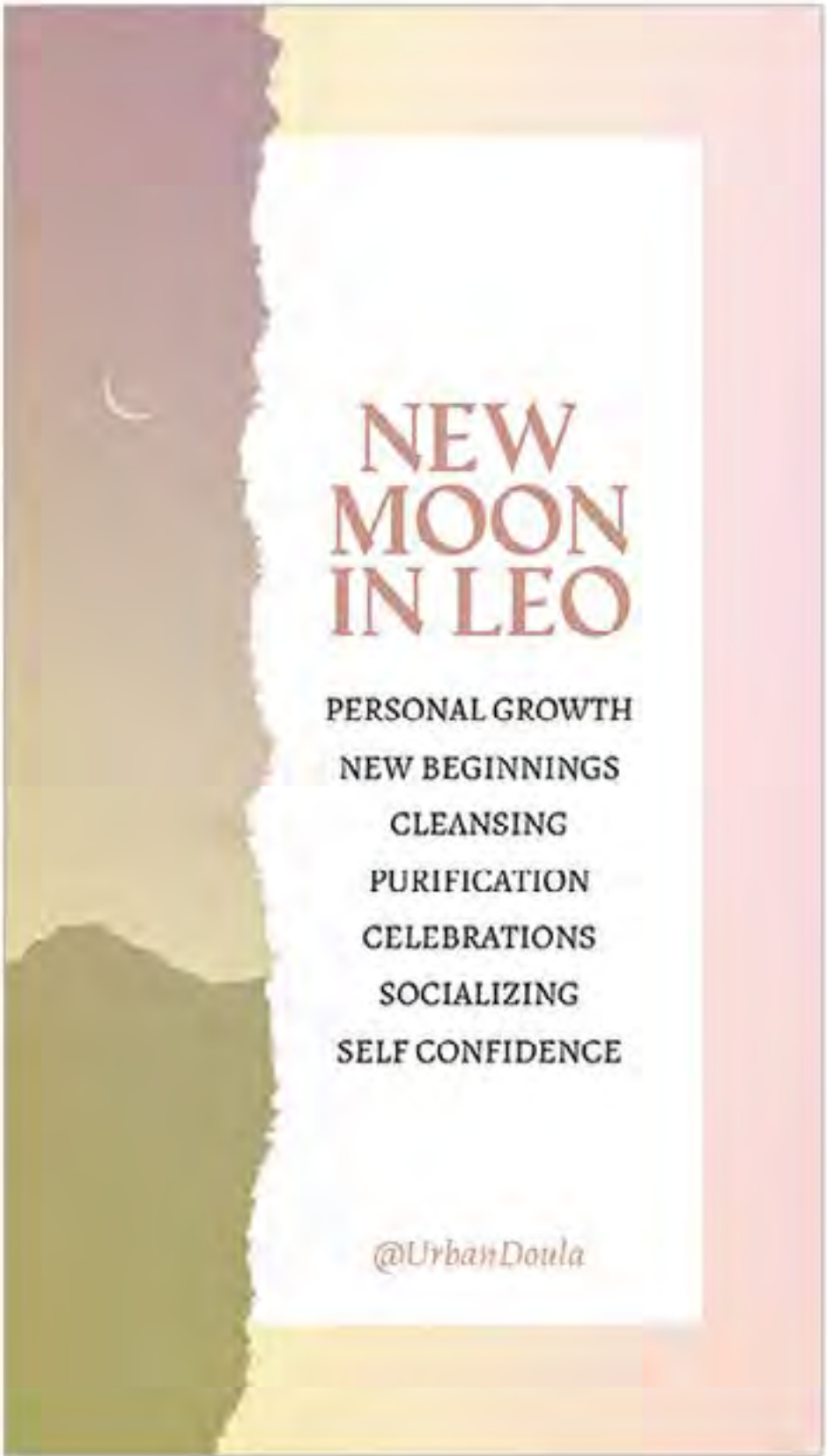
SOCIAL MEDIA MARKETING - URBANDOULA

PRODUCT PHOTOGRAPHY

DIGITAL HAND LETTERING

DIGITAL COLLAGE

VECTOR ILLUSTRATION



RETAIL MARKETING

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SOCIAL MEDIA MARKETING

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DIGITAL COLLAGE

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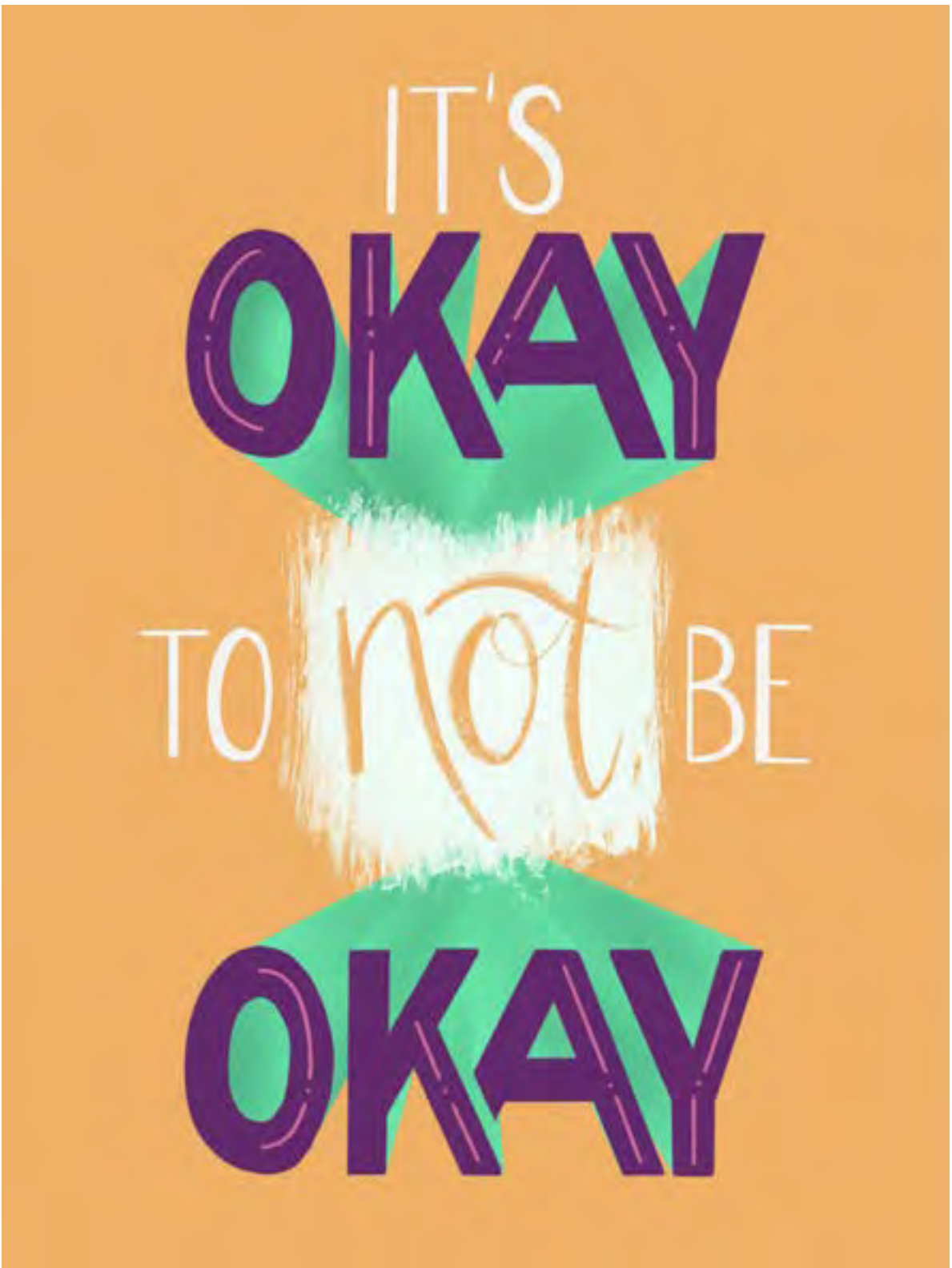
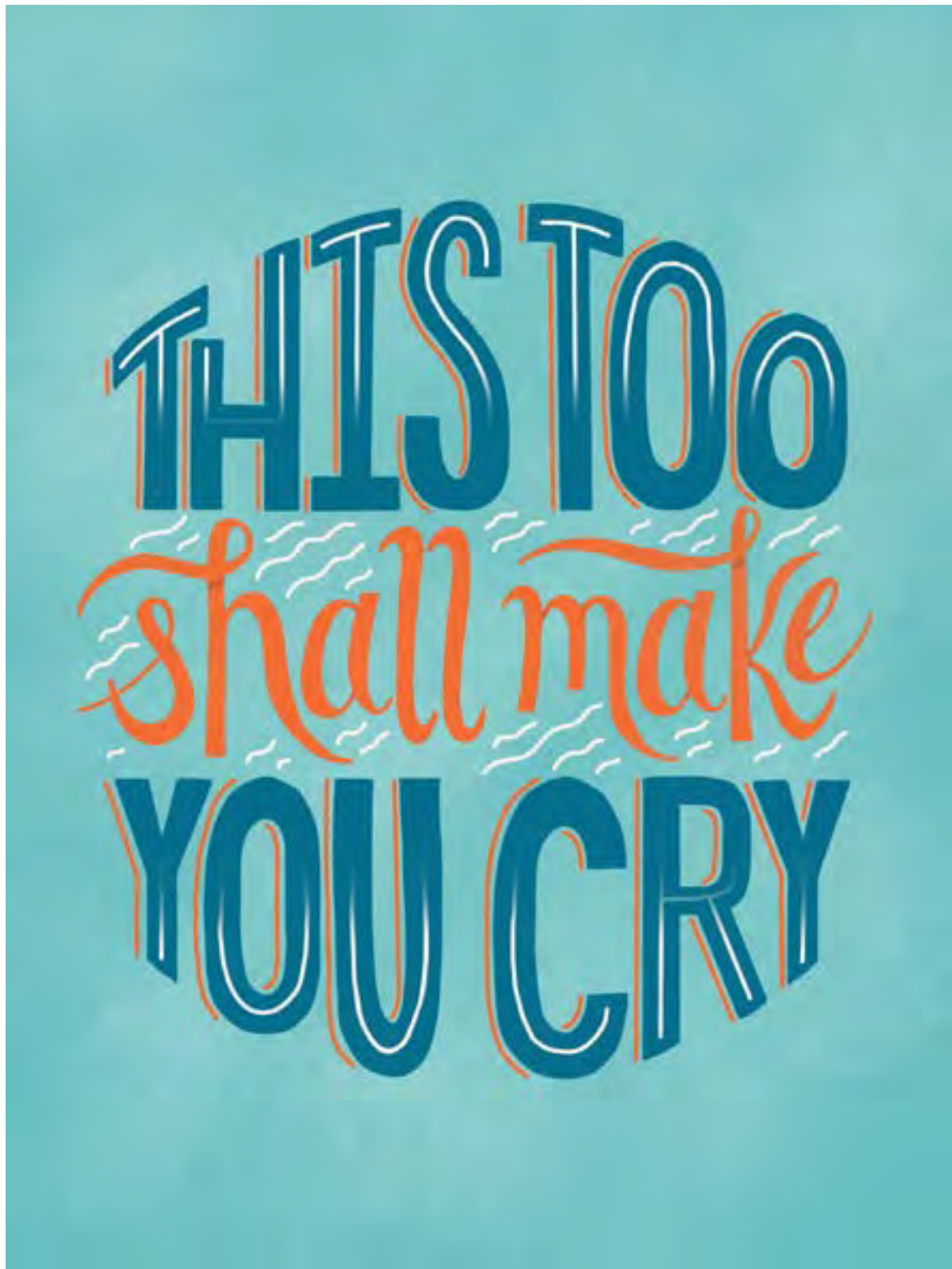
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