

MELISSA MATOS Multidisciplinary Creative Director

hello@melissamatosdesign.com | [View Portfolio](#) Password: HireMel

User-centered creative problem solver with 11+ years of design & branding experience, leading cross-functional teams to create effective, compelling experiences across digital, social & experiential channels. Providing strategic expertise to diverse, social impact-driven teams.

CLIENTS

[yellow tail] wine, Josh Wine, ASEA, ACLU, Youtheory, Edrington, The Macallan, Pabst Blue Ribbon, Häagen-Dazs, Pearle Vision, Arby's, Dunkin', California Lottery, LA Zoo

SKILLS

Design | Branding, Identity, UI & UX, Typography, Vector Illustration, Experiential, Editorial, Packaging

Creative | Digital Collage Art & Hand Lettering, Product Photography & Retouching, Videography & Editing

Programs | Photoshop, InDesign, Illustrator, XD, After Effects, Premiere Pro, Google Suite, Microsoft Office, Squarespace, Shopify, Later, Spark AR, Facebook Ads Manager, Glide Apps, Figma, Webflow, Zapier, Klaviyo

PROFESSIONAL EXPERIENCE

Associate Creative Director | The Marketing Arm

Los Angeles, CA | October 2016 - Present

Spearheading creative from concept through deployment of 360° marketing programs

- Designed & prototyped online personality quiz experience with average **30% post-result engagement**
- Concepted & implemented QSR promotional campaigns resulting in **30% YoY sales increase**
- Strategized & developed CPG social media content that **doubled followers to 24k**
- Developed microsites & retail marketing for CPG promotional campaign that saw **1.4M entries**
- Storyboarded & art directed social media holiday animation that garnered **22k organic views**

Art directing & pitching new business brand campaigns & product relaunches, including video & photo creative direction. Designing engaging UX across social, email, e-commerce, electronic point of sale & digital solutions from sweepstakes to gamification. Leading & collaborating on initiatives across strategy, development, account, copy, production & vendor teams.

Project Manager, UX/UI Designer | Create Labs Ventures

New York, NY (Remote) | March 2021 - July 2021

Managing & designing innovative tech solutions with social impact in underserved communities

Audited, updated & designed lead generation websites for Create Labs & their GPT-3 powered idea generation tool [Hustlemaker](#). Managed client, development & vendor teams through Figma prototype development.

Graphic Designer | ASSA ABLOY Door Security Solutions

New Haven, CT | June 2013 - October 2016

Developed traditional & digital B2B marketing & branding for a portfolio of 22+ brands

Created event branding & marketing, editorial collateral, infographics & 2D animations. Art directed product photoshoots, executed retouching & provided high quality mech proofs.

PROJECTS & FEATURES

Brand Designer, UX/UI Designer | Valtech Social Impact Hackathon, *3rd Place Winner*

Art Director | In For 13, a *Three's A Crowd* initiative for Black equity in the advertising industry

Creative Director, Digital | Do The WeRQ, an initiative for LGBTQIA+ equity in advertising

Guest Contributor | The Beat: A Cultural Mixtape Issue #21, *States of Being*

EDUCATION

BFA Graphic Design, Mass Communication Minor | 2013

Shintaro Akatsu School of Design, University of Bridgeport, CT