

Melissa Herold

Melissa is a graphic designer + photographer + content creator based in California. She loves sunshine, laying on the beach, and taking her camera around the world with her. Currently, you will find her working at a digital media studio and taking on new clients and projects.

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619-884-3263
San Diego, CA

Education +

San Francisco State University
School of Design
B.S. Visual Communication Design
Class of 2018 | cum laude

Swinburne University of Technology
School of Design
Melbourne, Australia
Semester Abroad | Fall 2017

The Design Kids, Bootcamp
Jaipur, India | March 2020

Awards & Activities +

Dean's List | 8 semesters
Resident Assistant | 2 years
AIGA member | 2 years

Senior Design Exhibition
Student Choice Winner 2018

References +

Mari Hulick
Director
School of Design
SF State University

Gerly Noland
Founder + Creative
Director
Lemonbug LLC

Noah Kuchins
Creative Director
DesignHaus

Skills +

Adobe Photoshop
Adobe Illustrator
InDesign
Premier Pro
Lightroom

Photography
Content Creation
Web Design
Shopify
Basic HTML/CSS

Work Experience +

Lemonbug | San Diego, CA
Graphic Designer + Digital Media Specialist
January 2019 - February 2020

Worked closely with Creative Director to create marketing timelines for product launches, email blasts, and design material for internal and external use. Content creation and social media management of page with **28K followers**, focused on digital trends, driving engagement, and SEO. Completed rebrand of ecommerce website which included shooting, editing, and updating new product, lifestyle, and model photographs, as well as design charts, for **100+ product listings**.

Design Haus | San Francisco, CA
Graphic Designer
January 2018 - June 2018

Managed a team of **3 designers** from concept to completion of **two 12-month calendars** to be distributed in **23 Whole Foods stores nationwide**. Coordinated weekly meetings with the design team and client to present new concepts and refinements with focus on branding identity, unique monthly grids, and print design.

Design Working Group | San Francisco, CA
Junior Designer
January 2017 - November 2017

Collaborated on a variety of projects across different departments including conducting **30 hours of research**, mapping, and user-testing to determine the most effective and accessible wayfinding signage to navigate 5 floors of the Fine Arts building. Utilized Photoshop, Illustrator, and InDesign to design packaging, posters, brochures, and signage.