

Melissa Herold

Melissa is a digital designer + photographer + content creator based in Austin.

She loves sunshine, laying on the beach, and taking her camera around the world with her. Currently, you will find her decorating her new home and exploring the ATX design scene.

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Austin, TX

Education +

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

Swinburne University of Technology
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 +

Christopher Nebel
Creative Director
Monochrome Studio

Gerly Noland
Creative Director
everlymade

Mari Hulick
Director
School of Design
SF State University

Skills +

Photoshop
Illustrator
InDesign
Lightroom
Premiere Pro

Photography
Content Creation
Web Design
Shopify
Basic HTML/CSS

Work Experience +

Monochrome Studio | San Diego, CA
Digital Designer
February 2020 - October 2020

Managed digital marketing campaigns and content creation across **8** different client accounts. Daily projects included web design, content creation, brand outreach, client communication, and project management. Successfully executed this role with strong organization of new and existing digital assets, managing and prioritizing multiple tasks, and a diverse understanding of marketing trends and product launch timelines.

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.